(CBCS) (F + R)  
(2015-16 and Onwards)  
COMMERCE  
Paper – 3.5 : Business Ethics

Time : 3 Hours  
Max. Marks : 70

Instruction : Answers should be written completely either in English or in Kannada.

SECTION – A  
(5×2=10)

1. Answer any five questions from the following. Each question carries two marks.
   a) Give the meaning of ‘Code of ethics’.
   b) Define Corporate Social Responsibility.
   c) What do you mean by Personal Ethics?
   d) Define Advertising.
   e) Give the meaning of Corporate Culture.
   f) Who is a Board of Director?
   g) Define Business Ethics.
SECTION – B

(3×6=18)

Answer any three questions from the following. Each question carries six marks.

2. Briefly explain the features of Corporate Culture.

3. Discuss the importance of Karma Yoga.

4. Write a note on ‘Cadbury Committee’.


SECTION – C

(3×14=42)

Answer any three questions from the following. Each question carries fourteen marks.

7. Explain the factors influencing business ethics.

8. What is Corporate Governance? Explain its advantages.

9. Explain the great ways to increase employee happiness and productivity.

10. Write a note on:
    i) CSR issues of management
    ii) Crisis management

11. Explain the impact of corporate culture and cross cultural issues in ethics.