III Semester B.Com. Examination, November/December 2017
(2015 – 16 & Onwards)
(CBCS) (F+R)
COMMERCE
3.5 : Business Ethics

Time : 3 Hours
Max. Marks : 70

Instruction : Answer should be written either in English or in Kannada.

SECTION – A

Answer any five of the following sub questions. Each question carries two marks.

(5x2=10)

1. a) State the meaning of normative ethics.

b) Give the meaning of business ethics.

c) What do you mean by personal ethics ?

d) State the meaning of Corporate Culture.

e) Who is a Customer ?

f) What is 'Corporate Social Responsibility' ?

P.T.O.
g) What is meant by 'Karma Yoga'?

SECTION-B

Answer any three of the following questions. Each question carries six marks. (3 × 6 = 18)

2. Write a note on unethical practices in business.

3. Suggest the six ways which help an employee to be a proactive person.

4. Explain in brief the code of ethics of finance professional.

5. Briefly discuss the various components of Corporate culture.

6. Write a note on the report of Birla Committee.

SECTION-C

Answer any three of the following questions. Each question carries 14 marks. (3 × 14 = 42)

7. Explain in detail the arguments in favour and against Corporate Social Responsibility.
8. Explain the functions and impact of Corporate culture.
   ಕೋರ್ಪೋರೇಟ್ ಅಸ್ಪುಟ್ ನಡುವಿನ ಕೋರ್ಪೋರೇಟ್ ಕುಲ್ತುರಿನ ತನ್ನ ಪ್ರಮುಖತಿಗೆ ಸಂಬಂಧ.

9. "Increase in employee happiness results in increase of productivity". Discuss.
   "ನ್ಯೂ ಅಂದರೆ ಹೆಸರು ಹೆಸರು ಕೋಂಡಕ್ಕೆ ಹೆಸರು" ಎಂದರೆ ಹೆಸರು ಇತರ್ಭೂತವಾಗುತ್ತದೆ. ಮಾನದರೂ.

10. Discuss the various ethical issues in marketing mix.
    ಮೆಕ್ರಾಟ್ಟು ಮೆಕ್ರಾಟ್ ಮೆಕ್ರಾಟ್ ಮೆಕ್ರಾಟ್ ಮೆಕ್ರಾಟ್ ಮೆಕ್ರಾಟ್ ಮೆಕ್ರಾಟ್ ಮಾನದರೂ.

11. Discuss the scope, benefits and limitations of Corporate Governance.
    ಕೋರ್ಪೋರೇಟ್ ಗುರುತಿತ್ತು ನಡುವಿನ, ಕೋರ್ಪೋರೇಟ್ ಗುರುತಿತ್ತು ಪ್ರಮಾಣದ ಮೇಲೆ.