

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21 UCO 6E2**

DURING THE ACADEMIC YEAR 2021-2024 ONLY)

REG.NO.

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : MAY – 2024**

**B.Com.(AIDED & SF)**

**MAXIMUM MARKS: 70**

**SEMESTER : VI**

**TIME : 3 HOURS**

**PART – III**

**BUSINESS ETHICS**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. What is ethics to do with?  
(a) The wider community (b) Business  
(c) Right and wrong (d) Nothing
2. Atmospheric issues include all of the following except.....  
(a) Acid Rain (b) Global warming  
(c) Air pollution (d) Water quantity
3. Which of the following would most effectively act as the primary objective of a business organisation?  
(a) To make a profit (b) To procure resources  
(c) To communicate with shareholders (d) To mediate between the organisation and the environment
4. When a firm charges different prices to different groups of customers, it may be accused of.....  
(a) Money laundering (b) Cultural relativism  
(c) Facilitating payments (d) Price discrimination
5. The social economy partnership philosophy emphasizes.....  
(a) Cooperation and assistance (b) Profit maximization  
(c) Competition (d) Restricting resource and support

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. Explain the term Business Ethics.
7. Indicate the ethics in HRM.
8. Infer the meaning of ethics in marketing.
9. Interpret the ethics in finance.
10. Define corporate social responsibility.

**(CONTD .... 2)**

**SECTION – B (5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K3)**

11. a) Describe the principles of Ethics.  
(OR)  
b) Examine the characteristics of an ethical organisation.
12. a) Interpret the ethical issues in human resources management.  
(OR)  
b) List the scope of human resources management..
13. a) Discover the benefits of ethical marketing.  
(OR)  
b) Describe the principles of ethics in marketing research.
14. a) Examine the roles of financial manager.  
(OR)  
b) Compare the measures against insurance frauds.
15. a) Show the advantages of corporate social responsibilities.  
(OR)  
b) Interpret the models of implementation of CSR.

**SECTION – C (4 x 10=40 MARKS)**

**ANSWER ANY FOUR QUESTIONS (Question No:16 IS COMPULSORY)**

16. Examine the emerging challenges of human resources management.
17. Determine the various benefits of Ethics.
18. Justify the role of ethics in human resources management.
19. Experiment with the ethical issues in marketing strategy.
20. Point out the significance of financial management.
21. Outline the elements of corporate social responsibilities.