

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

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Bachelor of Commerce 6th Semester
(2055)

SOCIAL AND BUSINESS ETHICS

Paper : BCM-604

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any **four** parts from Section—A. Each part carries **5** marks. Attempt any **two** questions from Section—B. Each question carries **15** marks. Attempt any **two** questions from Section—C. Each question carries **15** marks.

SECTION—A

1. Attempt any **four** parts :
 - (a) Define business ethics. What is the significance of business ethics ?
 - (b) Write the relationship between values, morals and ethics.
 - (c) What is conflict of interest ? Give an example.
 - (d) Who is whistle blower ?
 - (e) What is the role of ethics in digital marketing ?
 - (f) What is corporate sustainability ?

SECTION—B

2. Discuss various ethical issues faced by business organizations, give real world examples related to issues.
3. What are the different levels of business ethics ? Explain with examples.
4. Discuss the ethical challenges in handling employee grievances and conflict. Suggest some measures to improve work culture of an organization.
5. Discuss the ethical responsibilities of financial managers. What are the consequences of financial fraud on stakeholders ?

SECTION—C

6. Explain whistle-blower policies, their importance and the issues faced by whistle-blowers in any organization.
7. Discuss the provisions of corporate social responsibility (CSR) under the Companies Act, 2013. What are the advantages and disadvantages of CSR to an organization ?
8. What are the major ethical issues related to environmental protection ? Suggest ways to ensure environmental sustainability.
9. What are the ethical concerns in marketing ? Discuss a real-world case of unethical marketing and its consequences.