



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – January 2021
V Semester

Class : III UG
Major : BBA Tourism

Time : 3 Hours
Max. Marks : 100

18BTOC18 Business Ethics

PART A
Choose the Correct Answer

10 x 1 = 10

- Principles concerning what is good and bad are considered as
 - Values
 - Morality
 - Culture
 - Ethos
- The customs, ideas, beliefs, etc. of a particular society, country are termed as
 - Values
 - Morality
 - Culture
 - Ethos
- The practice of persuading someone to do something by using force or threats
 - Coercion
 - Bribery
 - corruption
 - Secrets
- The Prevention of corruption Act was enacted in the year
 - 1988
 - 1989
 - 1888
 - 1998
- When there are only two producers in the market, it is called as
 - Monopoly
 - Duopoly
 - oligopoly
 - quadrapoly
- The right to be informed about the quality, quantity, potency, purity, standard and price of goods is
 - Consumer rights
 - Seller rights
 - Management rights
 - Supplier rights
- Using power to systematically extract more value from workers than is given to them is
 - Endurance
 - Training
 - Exploitation
 - Development
- The state of orderly conduct of an individual is called
 - Corruption
 - Culture
 - Ethics
 - Discipline
- Equity is a
 - Debenture
 - Share
 - right
 - Compulsory component of work
- A trader in the street may be termed as
 - Vendor
 - Supplier
 - Customer
 - Employee

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Explain the characteristics of morality.
(or)
- 11.b. What do you mean by value system? Explain.
- 12.a. What do you mean by Business Bribery? Explain.
(or)
- 12.b. Why is Coercion not to be handled in Business dealings? Explain.
- 13.a. What are the advantages and disadvantages of a monopoly market?
(or)
13. b. Explain two unethical practices of marketing which should be avoided.
- 14.a. What are the different ways in which employees can be hired? Explain.
(or)
- 14.b. Why is screening of employees important? Explain.
- 15.a. What are the objectives of CSR?
(or)
- 15.b. Why should social responsibility be maintained towards the dealers? Explain.

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Elaborate the role of ethics in an organisation with examples.
(or)
- 16.b. Discuss the deep roots of Indian ethos in ethics, morality and culture and how its important to Business in the present situation.
- 17.a. Why Should Trade secrets be kept and what are the ways in which Theft and Privacy can be controlled and maintained? Elucidate with appropriate examples.
(or)
- 17.b. Discuss the salient features of the prevention of Corruption Act.
- 18.a. How can ethics be maintained in the competitive world and what are fair prizes. Elaborate.
(or)
- 18.b. Discuss the features and ethics of an oligopoly market.
- 19.a. Explain in length what is Exploitation of employees and what are the provisions under the appropriates Acts which protect the same.
(or)
- 19.b. Discuss the concepts of discipline and the disciplinary process in detail.
- 20.a. What are the advantages of maintaining social responsibility towards the different stake holders? Explain.
(or)
- 20.b. Take any two significant institutions and explain the various CSR activities performed by them.
