



SYBFM  
Bus. Ethics

Marks : 75

OP 10 AGT

8/10/15 Time : 2 ½ hrs.

**Instructions:**

- 1) All Questions are compulsory
- 2) There is internal choice between Qs. 3, 4, 5, 6

**Q 1 Fill in the blanks:**

10 marks

- a) Ethics is derived from the word \_\_\_\_\_
- b) If it is \_\_\_\_\_ it is ethical
- c) \_\_\_\_\_ is also called as Profit making
- d) \_\_\_\_\_ is one internal perception of what we experience and learn from people.
- e) \_\_\_\_\_ is an example for fraud.
- f) \_\_\_\_\_ is responsibility towards social groups.
- g) Adulteration is \_\_\_\_\_
- h) \_\_\_\_\_ is the Do's and Don'ts of work culture in an Organisation.
- i) \_\_\_\_\_ are the practices which are beneficial to all concerned parties.
- j) \_\_\_\_\_ is something valued as having it leads to some goal.

**Q2. Answer in One Sentence :**

5 marks

1. What do you mean by vision of a Company?
2. Explain product promotion?
3. What is fraud?
4. What do you mean by Corporate Governance?
5. Explain knowledge based value?

Q3 (a) Discuss the various unethical practise in various departments of an Organization.

15 marks

Or

(b) What do you mean by fraud and what are the characteristics of fraudsters? Which are the types of frauds in banking and Insurance sectors ?

15 marks

Q4 (a) Explain business Ethics and its features.

7 marks

(b) What is the importance of business ethics in an Organization ?

8 marks

or

- a) Enumerate the values required to develop a strong professional Organization.
- b) Enlist the code of best business practices of Tata Group.

7 marks

8 marks

P.T.O.

- Q5 (a) Discuss the social responsibility of business towards customers and society 7 marks  
 (b) How can corruption be controlled? 8 marks

or

- (a) What according to you are the main issues of Corporate Governance 7 marks  
 (b) Explain the concept of Zero tolerance and how can it be implemented. 8 marks

Q 6. Write short notes of (any 3): 15 marks

- a) Business Ethics
- b) Corruption
- c) Value
- d) Code of Conduct
- e) Social Responsibility

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