

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

B.Tech. IV Year I Semester Regular Examinations February-2024
BUSINESS ETHICS
(Open Elective- III)

Time: 3 Hours**Max. Marks: 60**

(Answer all Five Units 5 x 12 = 60 Marks)

UNIT-I

- 1 a Discuss various principles of ethics and its implications in the modern business world. CO1 L1 6M
b What is the importance of business ethics and corporate ethics? CO1 L2 6M

OR

- 2 a Moral value of an act is not wholly dependent on its consequences. Discuss with a historic example. CO1 L6 6M
b Explain the unethical practices and ethical dilemma of a business company in establishing mining ore factory at domestic premises. CO1 L5 6M

UNIT-II

- 3 a What are the major issues involved in false advertising? CO2 L1 6M
b What are the marketing ethics? Why should a firm follow these? Explain. CO4 L1 6M

OR

- 4 a Critically evaluate the role of sales force in unethical practices. CO2 L6 6M
b What are the ethical aspects relating to consumer behavior? Explain. CO2 L1 6M

UNIT-III

- 5 a Is ethical hacking justifiable? Answer with suitable examples. CO3 L4 6M
b What is insider trading? Give illustrations. CO3 L1 6M

OR

- 6 a What do you mean by ethical investment? How far do modern companies cater to ethical investment? CO3 L3 6M
b If the company is profitable it is ethical. Comment. CO3 L4 6M

UNIT-IV

- 7 a What is Japanese model of corporate governance? Explain it comprehensively. CO4 L1 6M
b Explain the areas of corporate governance. CO4 L1 6M

OR

- 8 a Define Corporate governance. Explain its importance in business CO4 L2 6M
b list out the common Governance problems in various corporate failure. CO4 L2 6M

UNIT-V

- 9 a Elucidate the structures and processes of corporate governance. CO5 L2 6M
b List down the various committees to ensure adherence to corporate governance. CO5 L2 6M

OR

- 10 a What do you mean by stake holders? Who is the major stake holders involved in business? CO5 L1 6M
b What are the arguments for and against CSR? CO5 L1 6M

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