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Register Number :

6967

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(BUSINESS LEADERSHIP)

(SECOND SEMESTER)

250 — ORGANISATION VALUES AND BUSINESS ETHICS

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions **(5 × 3 = 15)**
All questions carry equal marks.

1. Explain the benefits of business ethics.
2. Write a note on business ethics.
3. Explain the role of corporate culture and leadership.
4. Write a note on advertising ethics.
5. State the systems to monitor and enforce ethical standards.
6. What is code of conduct?
7. What are cross racial issues?
8. Write a note on Global values.

SECTION B

Answer any THREE questions. **(3 × 10 = 30)**
All questions carry equal marks.

9. What are arguments for and against business ethics?
10. State the different perspectives of moral philosophy.

11. Write a brief note on 'The Due care theory'.
12. How can ethics be communicated and trained?
13. Explain in detail the global values involved in international business.

SECTION C

Answer any ONE question (1 × 15 = 15)

14. Explain in brief the various issues of business ethics with illustration.
15. Narrate the code of conduct followed by any company of your choice.
16. How does ethics affect international business? Briefly explain.

SECTION D

(Compulsory) (1 × 15 = 15)

17. Discuss in detail the role of 'advertising ethics'.
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