

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2023  
(First Semester)

Branch – INTERNATIONAL BUSINESS

GLOBAL BUSINESS ETHICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is concerned with Business ethics? a) Corporations                      b) Profit c) Greed                                      d) Productivity	K1	CO1
	2	Business ethics is also called _____ ethics. a) Organizational                      b) Capital c) Corporate                                      d) Industrial	K2	CO1
2	3	Which theory attempts to provide a clear, unified account of what our ethical obligations? a) Descriptive                      b) Normative c) Instrumental                      d) Ethical	K1	CO1
	4	Theory of Environmental Ethics is written by a) Peter singer                      b) Warwick fox c) Rachel curson                      d) Naes	K2	CO1
3	5	Which of the following are ethical issues in financial markets? a) Churning                      b) Illegal dividend c) Accounting                      d) None of these	K1	CO1
	6	_____ is the application of knowledge which redefine the boundaries of global business. a) Cultural factors                      b) Political factors c) Social factors                      d) Technology	K2	CO1
4	7	What is a form of corporate governance? a) External regulation                      b) Government control c) Self regulation                      d) Charitable action	K1	CO1
	8	SEBI is a regulator of a) Capital market                      b) Money market c) Commodity market                      d) Overseas market	K2	CO1
5	9	What is a form of corporate governance? a) External regulation                      b) Self regulation c) Government Control                      d) Charitable action	K1	CO1
	10	_____ is the act of a business promoting welfare of others through charitable donations. a) Corporate philanthropy b) CSR c) Corporate obligation d) Governance	K2	CO1

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	List the objective of business ethics.	K4	CO3
	(OR)			
	11.b.	Examine the globalization effect on business ethics.		
2	12.a.	Explain the theories of normative ethics.	K5	CO4
	(OR)			
	12.b.	Appraise the pragmatic use of ethical theory.		
3	13.a.	Construct the ethical problems in global marketing.	K6	CO2
	(OR)			
	13.b.	Build the approaches to environmental ethics.		
4	14.a.	Classify the features of code of ethics.	K4	CO4
	(OR)			
	14.b.	Simplify the benefits of corporate governance.		
5	15.a.	Explain the concept of whistle blowing.	K5	CO5
	(OR)			
	15.b.	Determine the drivers of CSR.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate the stakeholder theory of the firm.	K5	CO4
2	17	Discover the ethical issues in social entrepreneurship.	K4	CO5
3	18	Interpret the situational factors influencing ethical decision making.	K5	CO4
4	19	Elaborate the components of business ethics management.	K6	CO5
5	20	Categorize the environmental aspects of Corporate Social Responsibility.	K4	CO5

Z-Z-Z

END