

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2025
(Fourth Semester)**

Branch – **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Choose the term that denotes moral principles, standards of behaviour, or set of values that guide a person's actions in the workplace.
(i) Behavioural Ethics (ii) Factory place Ethics
(iii) Work place Ethics (iv) Environmental ethics
- 2 Which theory suggests that actions are right if they promote the great happiness for the greatest number of people?
(i) Utilitarianism (ii) Deontology
(iii) Virtue Ethics (iv) Rights theory
- 3 What is the common motivation for whistle blowing?
(i) Personal gain
(ii) Fear of retaliation
(iii) Desire to protect the organization's reputation
(iv) Sense of moral obligation to report wrong doing
- 4 Identify the key component of good corporate governance
(i) Separation of ownership and control
(ii) Concentration of power in the CEO
(iii) Lack of transparency in financial reporting
(iv) Weak board of directors
- 5 Indicate the primary goal of CSR.
(i) Maximizing shareholders wealth
(ii) Reducing cost & increasing efficiency
(iii) Protecting the environment and promoting social welfare
(iv) Expanding market share

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Describe the frame work for ethical decision making in organizations.
OR
b Bring out the ethical implications of complying with laws and regulations.
- 7 a Explain the core principle of deontology.
OR
b How can organization's prevent or mitigate ethical dilemmas.

Cont...

- 8 a Show how HR can ensure fairness and equity in hiring practices.
OR
b Sketch the ethical implications of accountability and transparency in technology development and use.
- 9 a State the key elements of corporate governance.
OR
b Narrate how can company ensure compliance with disclosure requirements.
- 10 a Prepare a chart line showing how companies should prioritize environmental stewardship and sustainability.
OR
b Outline the ways how waste management practices can be improved to reduce pollution.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Discuss how cultural and social context influence business ethics decision.
OR
b Examine how business ethics contribute to a more sustainable and responsible business model?
- 12 a Analyze how utilitarianism approach lead to moral decision making.
OR
b Enumerate the reasons how ethical training contribute to a positive organizational culture.
- 13 a Justify that marketers should ensure that their advertising and promotional materials are accurate and truthful for an ethical business.
OR
b Infer how can Indian ethos be applied in business and management.
- 14 Enumerate the common causes of corporate governance issues?
OR
b How can the boards performance be evaluated effectively?
- 15 a Highlight the key trends shaping CSR in global context?
OR
b Discuss the different approaches to CSR.

Z-Z-Z

END