

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

**BBA DEGREE EXAMINATION DECEMBER 2025**  
(Fifth Semester)

Branch – **BUSINESS ADMINISTRATION (INFORMATION SYSTEM)**

**ETHICAL BUSINESS PRACTICES**

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	_____ is NOT an ethical principle a) Honesty b) Integrity c) Deception d) Fairness	K1	CO1
	2	_____ marked the evolution of modern Business Ethics a) 1960s      b) 1940s      c) 1970s      d) 1990s	K2	CO1
2	3	A common ethical model for business decision making is _____ a) Cost-benefit analysis b) Utilitarian model c) Monopoly model d) Game theory	K1	CO2
	4	Kohlberg's six stages of moral development belong to _____ a) Cognitive moral development theory b) Personality theory c) Motivation theory d) Economic theory	K2	CO2
3	5	An example of unethical product attribute is _____ a) High quality b) Adulteration c) Durability d) Safety	K1	CO3
	6	An ethical dilemma in HRM arises when _____ a) Two moral choices conflict b) Clear policies exist c) Profits increase d) Employees follow rules	K2	CO3
4	7	Marketing ethics framework is mainly concerned with _____ a) Legal compliance only b) Principles guiding fair marketing practices c) Advertising profits d) Branding	K1	CO4
	8	Cybercrime is mainly related to _____ a) Illegal use of technology b) Employee promotion c) Marketing strategy d) Consumer pricing	K2	CO4
5	9	The main need for CSR arises from _____ a) Customer satisfaction only b) Social and environmental concerns c) Employee training d) Financial profit	K1	CO5
	10	Business with a Mission refers to _____ a) Integrating profit with social responsibility b) Focusing on competition c) Expanding global markets d) Reducing employee size	K2	CO5

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Write short notes on Ethical Dilemmas in business.  (OR)	K1	CO1
	11.b.	Discuss the evolution of Business Ethics.		
2	12.a.	Discuss the role of whistle blowing in promoting business ethics.  (OR)	K2	CO2
	12.b.	Write a note on the Social audit.		
3	13.a.	Explain unethical attributes of products with examples.  (OR)	K3	CO3
	13.b.	Write a note on hostile takeover as an ethical issue in finance		
4	14.a.	How does irrational persuasion affect consumer behavior?  (OR)	K4	CO4
	14.b.	Discuss major challenges in the IT industry.		
5	15.a.	Write a note on the needs of CSR.  (OR)	K3	CO5
	15.b.	Write short notes on CSR strategies.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	Explain the dialectics of ethical development in business.	K1	CO1
2	17	Explain the role of Ethical Committees and Ethics Hotlines in business organizations	K2	CO2
3	18	What are the ethical issues in environmental damage and sustainable development?	K3	CO3
4	19	Explain deceptive advertising and its consequences on consumers and businesses.	K4	CO4
5	20	Discuss various models of CSR with examples.	K1	CO5