

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom(CS) DEGREE EXAMINATION DECEMBER 2019
(Third Semester)

Branch - CORPORATE SECRETARYSHIP

BUSINESS ETHICS AND ENVIRONMENT

Time: Three Hours

Maximum: 75 Marks.

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

- 1 _____ strives to follow ethical principles and precepts.
(i) Culture management (ii) Moral management
(iii) Ethical management (iv) Value management
 - 2 _____ enables managers to integrate employee behaviour in ethical arena with major organisational goals.
(i) Training (ii) Ethical audit
(iii) Ethical training (iv) Ethics committees
 - 3 The first five year plan was presented by _____.
(i) Jawaharlal Nehru (ii) Morarji Desai
(iii) Indira Gandhi (iv) Lai Bahadoor Sastri
 - 4 _____ is the life blood of a business.
(i) Labour (ii) Finance
(iii) Material (iv) Customer
 - 5 _____ are defined as the basic human rights of all citizens.
(i) Fundamental duties (ii) Public rights
(iii) Fundamental rights (iv) Societal rights
 - 6 Indian economy is an example of _____.
(i) Capitalist economy (ii) Closed economy
(iii) Mixed economy (iv) None of these
- Any company can enter into a joint venture with a foreign company to sell its products in the _____.
- (i) Domestic trade (ii) International trade
(iii) Multinational enterprise (iv) Developed countries
- 8 _____ describes the process by which regional economies, societies and cultures have become integrated.
(i) Privatization (ii) Liberalization
(iii) Globalization (iv) Foreign trade
- 9 _____ is a voluntary effort on the part of business to take various steps
• to satisfy the expectation of the different interest groups.
(i) Responsibility (ii) Service
(iii) Social responsibility (iv) Voluntary service
- 10 CSR refers to _____.
(i) Company service responsibility (ii) Corporate service responsibility
(iii) Consumer social responsibility (iv) Corporate social responsibility

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Outline the concept of business ethics.
OR
b State the need for business ethics.
- 12 a Bring out sources of long term finance.
OR
b Summarize the role of Indian government in business.
- 13 a State the structure of business environment.
OR
b Bring out the factors of micro environment.
- 14 a Narrate the advantages of multinational company.
OR
b Show the organisation structure of WTO.
- 15 a State the importance of corporate social responsibility.
OR
b Outline the drivers of CSR in India.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Analyse the importance of environmental analysis.
- 17 Describe about monetary and fiscal policies.
- 18 Discuss the emerging sectors influencing Indian economy.
- 19 Summarize the functions of world trade organisation.
- 20 Explain the CSR practice in India.

Z-Z-Z

END