

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom(CS) DEGREE EXAMINATION MAY 2019
(Third Semester)

Branch - CORPORATE SECRETARYSHIP

BUSINESS ETHICS & ENVIRONMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

Write short answers:

- 1 What is business ethics?
- 2 Define "Work ethics".
- 3 What do you understand by business environment?
- 4 Define the term 'Value system'.
- 5 What is legal environment?
- 6 Who are macro indicators in assessing risk?
- 7 What do you understand by MNC?
- 8 What is meant by foreign collaboration?
- 9 What is CSR?
- 10 What is meant by social responsiveness?

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the importance of ethical behaviour?
OR
b State the nature of business ethics.
- 12 a What are the dimensions of business environment?
OR
b Explain the four Ps' of green marketing in social environment.
- 13 a What are the structure of business environment?
OR
b How can you assess the risk in business environment?
- 14 a What are the factors favouring globalization?
OR
b Highlight the functions of WTO.
- 15 a State the benefits of corporate social responsibility.
OR
b Mention the key development responsible for increased focus on social responsibilities.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Discuss the measures to ensure ethics in the workplace.
- 17 Describe the types of economic system in economic environment.
- 18 Discuss the various emerging sectors of Indian economy.
- 19 Explain the determinants of foreign direct investment.
- 20 Outline the legal provisions of corporate social responsibility.