

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2019-20 and thereafter)**

**COURSE CODE: 19BA/MC/EG34**  
**B.B.A. DEGREE EXAMINATION DECEMBER 2020**  
**BUSINESS ADMINISTRATION**  
**THIRD SEMESTER**

**COURSE : MAJOR CORE**

**PAPER : ETHICS, GOVERNANCE AND SUSTAINABILITY**

**TIME : 90 MINUTES**

**MAX. MARKS: 50**

**Section A**

**Answer ALL the questions:**

**(7x2=14)**

1. Define Business Ethics.
2. What is Deontological Ethics?
3. Write a note on element of negligence.
4. What do you mean by the term 'churning'?
5. Write a note on Mosaic Theory.
6. State any two salient features of Right to Information Act.
7. Write a short note on Triple Bottom Line.

**Section B**

**Answer any TWO questions:**

**(2x8=16)**

8. Elucidate the Rawls's Egalitarian Theory by giving importance to its rationale and principles.
9. What are the various marketing practices of Anticompetitive Pricing? Explain the various practices in detail.
10. Why was Birla Committee constituted? Write a note on the various recommendations of the committee.

**Section C**

**Answer any ONE question:**

**(1x20=20)**

11. Elucidate 'Ethics in Human Resources' emphasizing on the key areas which deals with the rights of the employees.
12. Explain the need and importance of Corporate Social Responsibility for business. Write a note on Corporate Social Responsibility in India with relevance to CSR Act, 2013.

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