

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

COURSE CODE: 19CM/MC/BR63

B.COM. DEGREE EXAMINATION - APRIL 2023
COMMERCE
SIXTH SEMESTER

COURSE : MAJOR – CORE
COURSE TITLE : BUSINESS ETHICS & SOCIAL RESPONSIBILITY
TIME : 3 HOURS **MAX. MARKS: 100**

Section – A

Answer All Questions

(10 x 2 = 20)

1. Define 'Business Ethics'.
2. Write a note on Ethicon-Business.
3. Define "Whistle blowing".
4. What is meant by Coercion?
5. What are the limits of Social responsibility of business?
6. What are the two constituent elements in advertising?
7. Define the term 'Social Responsibility' of a business.
8. What is the primary responsibility of a business firm to its shareholders?
9. What is the main cause of pollution of River Palar?
10. Differentiate between private cost and social cost.

Section – B

Answer Any Five Questions

(5 x 8 = 40)

11. What are the objectives of Business ethics?
12. "Ethics is all pervasive in marketing" Elaborate.
13. "The objective of a business is to create a customer" – Explain.
14. What are the major reasons for increasing concern of organization towards CSR?
15. The best way to control pollution and preserve environment will be through 'Moral Suasion' and 'self-regulation' - Discuss.
16. Enumerate the impacts of Environmental Ethics.
17. What are the main arguments forwarded against ethics in business?

Section – C

Answer Any Two Questions

(2 x 20 = 40)

18. Explain the role and importance of Ethics in Business.
19. Discuss the impact of ethics in business policies & strategies.
20. Analyse critically about the social responsibilities of business towards 'customers' and 'community'.
21. What is Ecological Ethics? Suggest measures for better environment in our country.
