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63/2 (NEP) SEM-2 COMSPL15084

2025

COMMERCE

Paper : COMSPL15084

(Business Ethics)

Full Marks : 70

Pass Marks : 28

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct answer : 1×6=6
 - (i) What is the primary reason why business should adopt ethical practices ?
 - (a) To increase profit
 - (b) To improve brand reputation and build trust with stakeholders
 - (c) To comply with legal requirement
 - (d) To reduce cost

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Contd.

(ii) Which of the following is an essential element of Business Ethics?

- (a) Profit maximization
- (b) Respect for stakeholders
- (c) Compliance with laws and regulations
- (d) All of the above

(iii) What is the role of Transparency in Business Ethics?

- (a) To hide business practice from stakeholders
- (b) To disclose business practice and decisions to stakeholders
- (c) To comply with legal requirement
- (d) To increase profit

(iv) What is the importance of diversity and inclusion in workplace?

- (a) To increase profits
- (b) To improve employee morale and productivity
- (c) To comply with legal requirement
- (d) To reduce cost

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(v) What is the consequence of workplace harassment?

- (a) Improved employee morale
- (b) Increased productivity
- (c) Decreased employee morale and increased turnover
- (d) Increased profit

(vi) What is the role of leadership in promoting ethics in management?

- (a) To set an example of unethical behaviours
- (b) To establish clear policies and procedures for ethical decision making
- (c) To prioritize profits over ethics
- (d) To ignore ethics in decision making

2. Answer the following questions : **(any five)**
2×5=10

- (a) What is ethical decision making?
- (b) Define professional ethics.
- (c) What is code of ethics?

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Contd.

(d) State two importance of Ethics in Finance.

(e) What do you understand by Business Ethics in Fraud and manipulation?

(f) Give the meaning of Institutionalization of business ethics.

(g) Name two laws protecting business ethics.

3. Answer the following questions : **(any six)**
5×6=30

(i) Explain in brief the elements of Business Ethics.

(ii) Give any five purposes of Business Ethics.

(iii) What are the relationship between business and ethics?

(iv) Describe briefly the components of code of ethics.

(v) Define personal ethics and its needs.
1+4=5

(vi) State any five differences between personal and professional ethics.

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(vii) Explain in brief the importance of marketing ethics.

(viii) Discuss briefly any five Indian Traditional moral philosophies of business ethics.

(ix) Describe briefly the laws controlling unfair competition (Antitrust laws).

4. Answer the following questions **(any two)** :
12×2=24

(i) Define Morality and Culture? Explain the various relevant steps of the process of Ethical Decision making.
2+2+8=12

(ii) Give the meaning of workplace Ethics. Describe the importance and challenges of workplace ethics.
2+5+5=12

(iii) Define Marketing Ethics? Explain the marketing ethics in Product, Price, Production and Place with suitable examples.
2+10=12

(iv) What do you understand by laws protecting environment? Describe the laws protecting equity and safety at workplace.
2+10=12