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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(AM)-Hons-2022
Course Name – Professional Ethics
Course Code - BMMC601
(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify the purpose of value education.
 - a) To balance knowledge with essential social skills
 - b) Attempts to balance quantitative expansion with qualitative improvement
 - c) Attempts to balance quantitative expansion with qualitative improvement
 - d) All of these
- (ii) Identify the appropriate example of a value.
 - a) Justice
 - b) Happiness
 - c) Security
 - d) All of these
- (iii) Identify the year when International Code of Ethics was adopted.
 - a) 1949
 - b) 1940
 - c) 1947
 - d) 1948
- (iv) Select the word that describes aliveness.
 - a) Brahmacharya
 - b) Jivana
 - c) Garhasta
 - d) Mahaprasthana
- (v) Identify the attributes which Value education can develop within a person.
 - a) Character
 - b) Moral development
 - c) Social development
 - d) All of these
- (vi) Identify any behaviour that deviates from the accepted societal norms.
 - a) Arrogant Behavior
 - b) Arbitrary Behavior
 - c) Ethical Behavior
 - d) Unethical Behavior
- (vii) Select the fundamental right that upholds the freedom of speech and expression for all people.
 - a) Right to equality
 - b) Right to property
 - c) Right against exploitation
 - d) Right to freedom
- (viii) Choose the meaning of whistleblowing in ethics.

- a) Spreading malicious rumours about managers not behaving ethically
b) Announcing a high standard of ethical behavior to persuade outsiders of the benefits of dealing with an organization
c) Calling for an end to unethical practice in an organization
d) Revealing unethical behavior to superiors or outsiders
- (ix) Indicate the category that the right to information falls within.
a) Fundamental right
b) Legal Right
c) Neither fundamental right nor legal right
d) Both fundamental right as well as legal right
- (x) Select the RTI Act's time limit for disclosing Information pertaining to a persons life and liberty.
a) 24 hours
b) 48 hours
c) 72 hours
d) 12 hours
- (xi) Select the one that constitutes an unauthorised use of a patent or copyright.
a) Infringement
b) Invasion of privacy
c) slander
d) libel
- (xii) Select the element(s) that must exist for a libel case to be filed against a media report:
a) Publication
b) Harm to a person's reputation
c) Proof of fault
d) All of these
- (xiii) Select the source from where one has the right to seek information under RTI Act.
a) private companies
b) MNCs
c) public authorities
d) associations
- (xiv) Identify the approach to ethics which suggests that the moral course is the one that offers the greatest good to the greatest number of people.
a) Deontological
b) Utilitarian
c) Aristotelian
d) Unitarian
- (xv) Identify various forms of plagiarism
a) Copying text from another author without citation
b) Submitting the same paper for multiple classes without permission
c) Paraphrasing someone else's work with proper citation
d) Creating a new article based on your previous published work with proper citation

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify the different shades of meaning of copyright. (3)
3. List two psychological values according to Maslow's hierarchy of needs. (3)
4. Infer the ethical theory that supports whistleblowing. (3)
5. Discuss two important Media laws. (3)
6. Explain the statement that "Commercial advertisements" are not included in Article 19(1)(a) of the Constitution. (3)

OR

Illustrate with two examples the nature of ethical issues at work. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain trust and its elements. (5)
8. Identify the difference between fair use and copyright infringement. (5)
9. Evaluate the implications of the Official Secrets Act on national security versus individual rights. (5)
10. Evaluate the role of Press or Media in reference with social responsibility. (5)

11. Evaluate how mental health challenges, such as anxiety or depression, affect the balance of (5)
an integrated personality.

12. Examine the significance of freedom of press in India. (5)

OR

Compare the Media law and media ethics. (5)

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