



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – B.Sc.(AM)-Hons-2020
Course Name – Professional Ethics
Course Code - BMMC601
(Semester VI)

LIBRARY
Brainware University
Barasat, Kolkata -700125

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) Interpret the meaning of whistle blowing
- | | |
|--|--|
| a) Spreading malicious rumours about managers not behaving ethically | b) Announcing a high standard of ethical behaviour 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 behaviour to superiors or outsiders |
- (ii) Choose the action what best describes as an amoral attitude in professional workplace
- | | |
|--|--|
| a) Relying on others to report malefactors | b) Stating, 'Business is business', and joining in |
| c) Turning a blind eye to suspected unethical or illegal practices | d) Being blind or indifferent to moral questions |
- (iii) Indicate the meaning of Technology transfer
- | | |
|--|----------------------|
| a) Goods transfer | b) Material transfer |
| c) Tech transfer or knowledge transfer | d) Soil Principles |
- (iv) Identify the one not included under Article 19 of Indian Constitution?
- | | |
|-------------------------------------|-------------------------|
| a) Freedom of Speech and Expression | b) Freedom of Movement |
| c) Right to form association | d) Directive Principles |
- (v) Choose the article in the Indian Constitution under which Press is subject to the restrictions
- | | |
|----------|----------|
| a) 19(1) | b) 19(2) |
| c) 19(3) | d) 19(4) |
- (vi) Choose the correct option that does not fall under the freedom of press
- | | |
|---|-------------------------|
| a) Right to print public news and views | b) Right to gather news |
| c) Freedom not to publish any news, article, correspondence or other matter | d) Publish fake news |
- (vii) Indicate the term press includes which of these
- | | |
|---------------|---|
| a) Newspapers | b) monthlies and other published material |
| c) weeklies | d) All of these |

- (viii) Identify the term that refers to the ideals, beliefs, norms, and ethos that arouse an emotional response for or against them in a given community
- a) Personal ethics
c) Organizational ethics
- b) Ethical climate
d) Community Values
- (ix) Select the factor(s) that affects ethical and unethical behaviour
- a) Individual factors
c) Situational factors
- b) Social factors
d) All of these
- (x) Select the correct example of a value
- a) Justice
c) Security
- b) Happiness
d) All of the answers are correct
- (xi) Select the year when International Code of Ethics adopted on
- a) 1991
c) 1981
- b) 1995
d) 1985
- (xii) Identify the objective of International Code of Ethics
- a) Fair, accurate and unbiased story
c) Both Fair, accurate and unbiased story and Proper story
- b) Proper story
d) Neither Fair, accurate and unbiased story nor Proper story
- (xiii) Identify the year of implimentation of Right to Information Act
- a) 2005
c) 2001
- b) 2003
d) 2000
- (xiv) Choose the correct answer(A): Right to Information Act enacted in 2005 Reason (R): Right to Information Act is also a media law
- a) Both (A) and (R) are true.
c) A) is true, but (R) is false
- b) Both (A) and (R) are true, but (R) is not the correct explanation of (A)
d) A) is false, but (R) is true.
- (xv) Select the correct match:..... is the need for love and affection.
- a) Safety
c) Social
- b) Esteem
d) Physiological

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Distinguish between Ethics and Morality (3)
3. Illustrate that whether an action can be unethical but not illegal (3)
4. Identify two psychological values according Maslow's hierarchy of needs (3)
5. Describe whistleblowing (3)
6. Illustrate two ethical issues at workplace (3)

OR

Appraise two laws relating to press in India. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss Right to Information Act, 2005. (5)
8. Analyse three media law that protects the rights of journalists (5)
9. Compare and contrast Media law and media ethics. (5)
10. Examine three important code of ethics in journalism (5)
11. Justify the statement:The Official Secrets Act is necessary to safeguard confidential information in India. (5)
12. Illustrate the importance of societal values in personal and professional life (5)

OR

Explain the functions and limitations of codes of ethics (5)