



## BRAINWARE UNIVERSITY

**Term End Examination 2023-2024**

**Programme – BBA LL.B.-2020**

**Course Name – Business Ethics**

**Course Code - BBALLB602**

**( 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 classical view of managements social responsibility.
  - a) To ensure goodwill
  - b) To ensure profits
  - c) To ensure relationship
  - d) To ensure effective leadership
- (ii) Locate disadvantage of social responsibility
  - a) Possession of resources
  - b) Ethical obligation
  - c) Public image
  - d) Violation of profit maximization
- (iii) Identify the strength of a Persons convictions.
  - a) Id
  - b) Ego
  - c) Ego Strength
  - d) Attribution
- (iv) Identify 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
- (v) Select the example of corporate value
  - a) Justice
  - b) Happiness
  - c) Security
  - d) All of the answers are correct
- (vi) Predict the Companies where creditors voluntary winding up is applied
  - a) Solvent
  - b) Insolvent
  - c) Textile
  - d) Automoblie
- (vii) Select the rights of preference shareholders -
  - a) Preferential right as to dividend only
  - b) Preferential right in the management
  - c) Preferential right as to repayment of capital at the time of liquidation of the company
  - d) Preferential right as to dividend and repayment of capital at the time of liquidation of the Company

- (viii) Select the area where the Authorised Capital of a Company is mentioned
- Memorandum of Association
  - Articles of Association
  - Prospectus
  - Statement in lieu of Prospectus
- (ix) Select the full form IMC
- Internal marketing communication
  - Integrated marketing communication
  - Integrated managing company
  - Internal marketing community
- (x) Select the name of the world organizations that adopt broad, multilateral, and free worldwide system of trading.
- WTO
  - GSP
  - UNCTAD
  - MFN
- (xi) Select the one that is not a stage of strategy formulation techniques
- Formulation Framework
  - Matching stage
  - External factor evaluation
  - Decision stage
- (xii) Select the process of the acquisition of a business that operates in the same industry
- Internal Integration
  - Horizontal Integration
  - External Integration
  - Vertical Integration
- (xiii) Select the element of a company is one of its special or unique competence which gives that company a clear competitive advantage over its competitors.
- Distinctive competence
  - Core competence
  - Strategic competence
  - Threshold competence
- (xiv) Choose the strategy on developing and maintaining a competitive advantage consistent with present resources and market requirements.
- dynamic strategy
  - stability strategy
  - competitive strategy
  - generic strategy
- (xv) Predict the way of cooperation between two or more organizations with a common objective, shared control, and contributions (in terms of resources, skills, and capabilities) by the partners for mutual benefits.
- Strategic alliance
  - Joint venture
  - Merger
  - Acquisitions

### Group-B

(Short Answer Type Questions)

3 x 5=15

- Describe some ethical practices in management. (3)
- Discuss directors' responsibilities and corporate governance. (3)
- Explain role of Executive directors. (3)
- Interpret code of ethics in management. (3)
- Estimate role of auditors in enhancing corporate governance. (3)

**OR**

Explain responsibilities of an internal auditor. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

- Describe moral issues in business. (5)
- Interpret empirical approach to business ethics. (5)
- Explain ethics of profession. (5)
- Explain corporate disclosure. (5)
- Evaluate functions of board of directors. (5)
- Explain role of auditors in doing HR audit. (5)

**OR**

Explain role of auditors in doing Accounting audit. (5)

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