



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Sc.(AM)-Hons-2020/B.Sc.(AM)-Hons-2021

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) Select the parent word for 'Ethics'

- | | |
|-----------|----------|
| a) Ethica | b) Ethos |
| c) Dharma | d) Niti |

(ii) Identify the disadvantage of social responsibility

- | | |
|----------------------------|-------------------------------------|
| a) Possession of resources | b) Ethical obligation |
| c) Public image | d) Violation of profit maximization |

(iii) Select the three basic requirements to ensure happiness and prosperity for human beings

- | | |
|------------------------|------------------|
| a) Right Understanding | b) Relationships |
| c) Physical Facilities | d) All of these |

(iv) Select the term used for Aliveness

- | | |
|-----------------|-----------------|
| a) Brahmacharya | b) Jivana |
| c) Garhastha | d) Mahaprasthan |

(v) Identify the basic requirement(s) to ensure happiness and prosperity for human beings

- | | |
|------------------------|------------------|
| a) Right Understanding | b) Relationships |
| c) Physical Facilities | d) All of these |

(vi) Choose the attributes which Value education can develop within a person

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|-----------------------|----------------------|
| a) Character | b) Moral development |
| c) Social development | d) All of these |

(vii) Select the set of characteristics that sets one group of people apart from another

- | | |
|------------|------------------|
| a) Culture | b) Values |
| c) Ethics | d) None of these |

(viii) Identify the important attribute(s) essential in work ethics

- | | |
|--------------------|--------------------|
| a) Time management | b) Confidentiality |
| c) Both a and b | d) None of these |

(ix) Select the behavior that does not confirm to generally social norms

- a) Arrogant Behavior
c) Ethical Behavior
- b) Arbitrary Behavior
d) Unethical Behavior
- (x) Select the term used to refer to Media
- a) 2 nd Pillar of democracy
c) 4th Pillar of democracy
- b) 3 rd Pillar of democracy
d) None
- (xi) Choose the Time limit for providing information under RTI Act concerning the life and liberty of a person
- a) 24 hours
c) 72 hours
- b) 48 hours
d) 12 hours
- (xii) Interpret Section 25 of The Copyright Act,1957
- a) Term of Copyright in Photographs
c) Term of Copyright in Cinamatography
- b) Term of Artistic work
d) Term of Copyright in Music
- (xiii) Select the institution which was reconstituted to improve the standard of news agencies and Newspapers
- a) Press Council
c) Press forums
- b) Wage Boards
d) none of these
- (xiv) Choose the act which constitutes as violation of work ethics
- a) Whistle blowing
c) Mismanagement of time
- b) Persistently coming late to work.
d) All of these
- (xv) Select the Indian Constitution has been drafted by which of these
- a) Parliament
c) Rajya Sabha
- b) Drafting Committee of Constituent Assembly
d) None of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define Ethics and Morality. (3)
3. Explain the concept of prosperity. (3)
4. Identify the advantages of emotional intelligence in work ethics (3)
5. Explain the importance of co-existence. (3)
6. Analyze the PCI guidelines for the media during electoral campaigning. (3)

OR

- Examine right to privacy. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the various laws a journalist must know. (5)
8. Define Ethics and ethical values. (5)
9. Examine Plagiarism and illustrate cases. (5)
10. Simplify Media Trial with two relevant examples. (5)
11. Examine the laws in India to deal with plagiarism. (5)
12. Analyze Self-Regulation of media and should the Government make laws to control media. (5)

OR

- Analyze two important media laws in India. (5)
