Reg. No :.................................

Name :.................................

B. M. S. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2018
(2015 Admission Regular)
SEMESTER VI - CORE (BMS)
CO6B15TB - BUSINESS ETHICS AND VALUES

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer all questions. Each question carries 1 marks (6x1=6)

1. Discuss any two natures of business ethics?
2. "The prince" is a work of whom?
3. Discuss "Wrong motivation with right action", with an example
4. Discuss with example "puffery" in advertising.
5. What is "body image"?
6. What is workplace diversity

Part B

II. Answer any Seven questions. Each question carries 2 marks (7x2=14)

7. What are consumer rights?
8. Define business ethics in words of Raymond C. Baumhart.
9. Discuss "virtue approach" in ethical decision standard.
10. What is coercive power?
11. Discuss with example "stereotypes" in advertising
12. Discuss with example "puffery" in advertising.
13. What is "personal presence"
14. What is "personal hygiene"?
15. How to support employee with disability at work place?
16. Discuss managing conflicts between individuals.

Part C

III. Answer any Five questions. Each question carries 6 marks (5x6=30)

17. Define business ethics and give a note on its features
18. Discuss "Difficulties to Ethical Decision Making: Rationalizations".
19. Discuss Impact of Ethics in decision making in detail.
20. What is first impression and why it is important in business?
21. What is dress code? Give a note with example.
22. Give a note on international business communication.

Part D

IV. Answer any Two questions. Each question carries 15 marks (2x15=30)

23. "Ethical decision making helps people make difficult choices when faced with an ethical dilemma". Justify the statement with examples.
24. Discuss conflict of interest in accounting.
25. "Body Language is a significant aspect of modern communications and relationships." Support the statement.
26. Discuss in details business communication and correspondence.