

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025**(Regular/Improvement/Supplementary)****BBA HONOURS****GBAH4B17T: BUSINESS ETHICS AND SUSTAINABILITY****Time: 3 Hours****Maximum Marks: 80****PART A: Answer *all* the questions. Each carries *one* mark.****Choose the correct answer.**

1. Set of ideas that constitute one's goals, expectations and actions is known as:
 - a) Values
 - b) Beliefs
 - c) Ideology
 - d) Morals
2. The trading of a public company's stock or other securities like bonds or stock options by individual with possession of material, non-public information about the security is called _____.
 - a) insider trading
 - b) online trading
 - c) offline trading
 - d) direct trading
3. If you believe in making decisions for the good of most people, you can be described as following which school of thought?
 - a) Utilitarianism
 - b) Human rights
 - c) Moral principles
 - d) Individualism
4. The acronym CSR stands for
 - a) Corporate Search and Rescue
 - b) Corporate Social Responsibility
 - c) Corporate Sensitive Reliability
 - d) Corporate Social Reality
5. Which of the following is not a factor of the "triple bottom line"?
 - a) People
 - b) Planet
 - c) Philanthropy
 - d) Profit

Fill in the blanks.

6. _____ theory holds that ends or consequences of an act determine whether the act is good or bad.
7. _____ is a situation where someone has distinct obligations to different people that contradict one another.
8. _____ involves buying or selling securities to create a false or misleading impression about future prices, rather than just misrepresenting facts.
9. The _____ approach to ethical decision-making focuses on consequences of an action.

(PTO)

10. _____ is the continuing commitment by business to behave ethically and contribute to sustainable economic development while improving the quality of life of the workforce and their families as well as of the local community and society.

(10 x 1 = 10 Marks)

PART B: Answer any *eight* questions. Each carries *two* marks.

- 11. Define unethical behaviour.
- 12. Explain the moral rights model of ethical decision making.
- 13. Define Ethics.
- 14. Explain the concept of sin stock.
- 15. What is churning?
- 16. Discuss the justice model of ethical decision making.
- 17. What do you understand by the term corporate ethics?
- 18. Who is an agent?
- 19. What do you mean by the term carbon neutral?
- 20. Explain TBL.

(8 x 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

- 21. Distinguish between CSR and Corporate sustainability.
- 22. Explain the importance of ethics in finance.
- 23. Ethical investors typically avoid investments from sin stocks. Elucidate.
- 24. How can fraud and manipulation be prevented?
- 25. What is an ethical dilemma? Explain with an example.
- 26. What are the individual factors that can influence ethical decision making?
- 27. Why is sustainability an imperative?
- 28. How can conflict of interest make financial services firms less efficient?

(6 x 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries *fifteen* marks.

- 29. Explain the ethical problems with bribery, and the diverse means and strategies for combating bribery.
- 30. Discuss in detail about Global Reporting Initiative.
- 31. “Montreal Protocol is regarded as one of the most successful international environment agreements in history.” Explain.

(2 x 15 = 30 Marks)