

B B A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE: 19U5CRBBA20: BUSINESS ETHICS AND ENVIRONMENTAL VALUES***(For Regular - 2020 Admission)*

Time: Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What is business ethics?
2. What are the factors influencing business ethics?
3. What is ethical dilemma? Give an example.
4. Define the term management ethics.
5. What is moral management?
6. What is ethical marketing?
7. Define pricing.
8. What is Customer Loyalty?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. State any two unethical business practices.
10. What are values and how it is different from ethics?
11. State the main difference between ethics and religion.
12. What is food web?
13. Describe the term ethical leadership.
14. What is marketing mix?
15. What is communication overload?
16. What are tundra ecosystems?

(2 x 6 =12)**PART C****Answer any 4 (5 marks each)**

17. Explain the concept of ecosystem.
18. What are the various channels of communication?
19. List down the advantages of Accounting Ethics.
20. Explain the different types of management ethics.
21. Explain the benefits of business ethics in organizations.
22. Explain the importance of ethics in marketing.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. What are the major ethical issues that business faces today? Discuss them with suitable examples.
24. Briefly explain the process of ethical decision making.
25. Explain different types of pricing strategies.
26. Discuss the different ecosystems highlighting their role in contemporary climate change discussions.

(10 x 2 = 20)