

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U5CRBBA20 : BUSINESS ETHICS AND ENVIRONMENTAL VALUES
(For Regular 2021 Admission and Supplementary 2020 Admission)

Time : Three Hours

Max. Marks: 60

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

1. What is ethical hacking?
2. Define standing crop?
3. What is natural law?
4. What is decision making?
5. What is Apples Promotional mix?
6. Define conscious marketing.
7. What is work etiquette?
8. Define ethics.

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

9. What is grapevine communication ?
10. What is cross cultural etiquette?
11. Explain the main similarities of religion and ethics.
12. What is ethical marketing?
13. What is professional ethics?
14. What is a code of ethics?
15. Explain the differences between food chain and food web.
16. Explain the terms ethical conflicts and dilemmas.

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

17. Write a short note on contributions of Albert.Z.Carr in the field of ethics.
18. Briefly discuss the importance of formal and informal communication.
19. Explain the features of ethical marketing.
20. Explain the history of natural law.
21. What is meant by ecological succession? Describe the different stages in which succession occurs?
22. Explain the need of business ethics.

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

23. Briefly explain the challenges of ethical marketing.
24. What are the various channels of communication? Discuss advantages and disadvantages.
25. Briefly explain the process of ethical decision making.
26. Explain the different types of ecosystems.

(10 x 2 = 20)