

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 19U5CRBBA20 : BUSINESS ETHICS AND ENVIRONMENTAL VALUES
(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

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

1. What is moral management?
2. What is pyramid of biomass?
3. Define ethics.
4. What is unfair advertising practice?
5. Expand FBP?
6. What is decision making?
7. What is social ethics?
8. What is mass communication?

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

9. Why is the informal channel is called 'the grapevine'?
10. What is Customer Loyalty?
11. Describe the term ethical leadership.
12. What is ethics in sales and distribution?
13. Explain the main similarities of religion and ethics.
14. Name any four ecosystem services. Who gave the price tags on nature's life support services? Which is the most important ecosystem service provider?
15. State any two ethical issues related to online marketing.
16. What is organizational barriers?

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

17. Briefly describe ethical behavior in a business environment.
18. Explain the issues associated with gender discrimination.
19. Differentiate between food chain & food web?
20. List down the advantages of Accounting Ethics.
21. What are some models that one can use to make ethical decisions?
22. Explain the contributions of Karl Marx in the field of ethics.

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

23. Describe the components of an ecosystem?
24. Discuss the advantages and disadvantages of various channels of communications?

25. Explain the different classification of powers.
26. Write a short note on ethics in various functional areas of management.

(10 x 2 = 20)