Reg. No ....   Name **25U592**

B. B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : **19U5CRBBA20 : BUSINESS ETHICS AND ENVIRONMENTAL VALUES**

(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)

Time : Three Hours   Max. Marks: 60

PART A
Answer All (1 mark each)

1. What is circular?
2. What is political power?
3. What is unfair marketing practice?
4. What is business ethics?
5. What is green auditing?
6. Name the ecological pyramid that is inverted in the tree ecosystem.
7. Define the term management ethics.
8. What is social ethics?

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. What is ethical dilemma and give example?
10. Give any two examples for unethical marketing.
11. State any two ethical issues related to marketing a product.
12. What is grapevine communication?
13. Name any four ecosystem services. Who gave the price tags on nature's life support services? Which is the most important ecosystem service provider?
14. What is charismatic power?
15. What are the type of ethical maketing?
16. What is work place dynamics?

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. What makes marketing ethics important?
18. Explain the issues associated with gender discrimination.
19. Explain the role of values in the making of business ethics. How these can be incorporated in working out business strategy?
20. Explain the relationship between ethics and power.
21. What is the role of different religions in ethics?
22. Write a short note on forest ecosystems.

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Explain the traits of an effective and ethical leader.

24. What are the barriers of communication?
25. Write a short note on ethics in various functional areas of management.
26. Briefly explain the functions of ecoystem.

(10 x 2 = 20)