Reg. No…………………………..………………..   Name……………………………………………

B.B.A. DEGREE END SEMESTER EXAMINATION: OCTOBER 2025

SEMESTER **5: BUSINESS ANALYTICS**

COURSE: **23U5CRBBA19: BUSINESS ETHICS AND ENVIRONMENTAL VALUES**

(For Regular 2023 Admission)

Time: Three Hours   Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define Business Ethics.
2. Distinguish between Ethics and Morals.
3. Write a short note on Code of Conduct.
4. What do you mean by Corporate Social Responsibility?
5. Define Corporate Governance.
6. What is Ethical Dilemma?
7. Explain ecosystem.
8. Define ethics and its importance.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain the characteristics of Ethical Business Practices.
10. Describe importance of ethics in accounting.
11. Explain the importance of Code of Ethics in business.
12. Discuss the role of power, politics, and coalitions in organizations.
13. Write a short note on Environmental Ethics.
14. Compare the grassland ecosystem with the desert ecosystem.
15. Write the principles of Corporate Governance.
16. Explain the role of Business Ethics in sustainable development.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain importance of ethics in advertising
18. Explain importance of ethics in accounting
19. Discuss major types of Ethical Dilemmas in organizations with examples.
20. Explain steps in Ethical Decision Making.
21. Discuss in detail the influence of power, politics, and coalitions in organizational behavior.
22. Explain in detail the structure and function of Grassland and Desert ecosystems.

(5 x 4 = 20)

PART D
(Answer any 1 out of 2 questions)

23. Write an essay on importance of Ethics in Marketing and Finance.
24. Critically analyze the role of Environmental Ethics in modern business.

(10 x 1 =10)

PART E
(Answer any 1 out of 2 questions)

25. **Case Study – Nestlé Maggi Noodles Ban, 2015.**

In 2015, Nestlé India faced one of the biggest corporate crises in the country when its popular product, Maggi noodles, was banned by the Food Safety and Standards Authority of India (FSSAI). Tests conducted by state laboratories alleged that the noodles contained excessive levels of lead and monosodium glutamate (MSG), making them unsafe for consumption. Maggi, which had been a household brand in India for over three decades, was suddenly taken off shelves, leading to massive consumer panic and disappointment. The company initially denied the allegations, stating that its internal tests showed Maggi was safe. However, public trust began to erode as different state authorities confirmed the test results. Nestlé had to recall over 35,000 tonnes of Maggi noodles, incurring losses estimated at hundreds of crores. Ethically, critics accused the company of failing to uphold consumer safety and transparency. Many parents felt betrayed, as Maggi was marketed as a safe snack for children. On the other hand, Nestlé defended itself by highlighting inconsistencies in Indian testing procedures and later conducted tests in independent international labs, which declared Maggi safe. After a five-month ban, the noodles were allowed back on the shelves, but the controversy left a lasting scar on the company's reputation. This case raised important ethical questions about food safety, corporate accountability, and consumer trust in India. It also highlighted the role of regulatory authorities in protecting public health while ensuring fair treatment of companies.

1. Write an executive summary.
2. What ethical issues were raised in the Maggi noodles controversy?
3. How did the Maggi ban affect consumer trust and Nestlé's brand image in India?
4. What steps should food companies take to maintain safety, transparency, and public confidence?

26. **Case Study 2 – Satyam Computers Accounting Fraud (2009)**

In 2009, Satyam Computers, once one of India's leading IT companies, shocked the corporate world when its founder and chairman, Ramalinga Raju, confessed to a massive accounting fraud. The company had overstated profits by nearly ₹7,000 crore, falsified revenues, and created fake bank balances to mislead investors. For years, Satyam projected itself as a globally trusted IT service provider, winning contracts from major clients. However, the truth came out when Raju admitted that the financial statements were manipulated to keep the company's stock price high. The scandal was dubbed as "India's Enron", raising serious concerns about corporate governance in India. Thousands of employees feared job losses, while investors lost billions in market value. Ethically, the case reflected a breach of trust at multiple levels — employees, shareholders, customers, and regulators. From the company's side, the justification was pressure to maintain rapid growth and global competitiveness. However, critics argued that transparency and accountability were sacrificed for personal and corporate gain. The Indian government stepped in, dissolved Satyam's board, and later facilitated its takeover by Tech Mahindra, saving thousands of jobs. The case also pushed India to strengthen corporate governance laws and tighten the role of auditors. The Satyam scandal remains a landmark example of how unethical leadership can destroy a company's reputation overnight.

1. Write an executive summary.
2. What ethical violations were committed in the Satyam Computers fraud case?
3. How did the scandal impact employees, investors, and India's IT industry?
4. What lessons should corporate leaders and regulators learn to prevent such frauds in the future?

(10 x 1 = 10)