

Course Code: 24BB3C05
 BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
 (AUTONOMOUS)
II - BBA I-Semester Regular Examinations (BR24), Jan/Feb - 2026
BUSINESS ETHICS (BBA)

Time: 3 hours

Max. Marks: 70

*Question Paper consists of Part-A and Part-B
 Answer ALL the question in Part-A and Part-B*

PART-A (10X2 = 20M)

	Marks	CO	BL
1. a) What is meant by ethics?	(2M)	1	L1
b) Define values?	(2M)	1	L1
c) What is ethical corporate behaviour?	(2M)	2	L1
d) Who is an ethical leader?	(2M)	2	L1
e) What is ethical decision making?	(2M)	3	L1
f) What is an ethical dilemma?	(2M)	3	L1
g) What is meant by ethics in marketing?	(2M)	4	L1
h) What is professional ethos?	(2M)	4	L1
i) What is environmental ethics?	(2M)	5	L1
j) What is corruption?	(2M)	5	L1

PART-B (5X10 = 50M)

2a. Explain the concept of values and ethics?	5(M)	1	L2
b. Describe the nature of ethics?	5(M)	5(M)	L1
	(OR)		
3a. Explain the scope of ethics?	5(M)	1	L2
b. What is the purpose of ethics in human life?	5(M)	5(M)	L1
	(OR)		
4a. Explain ethical corporate behaviour and its development?	5(M)	2	L2
b. Describe the role of leaders in shaping ethical culture in an organization?	5(M)	5(M)	L2
	(OR)		
5a. Explain ethical leadership?	5(M)	2	L2
b. Discuss the importance of ethics in business?	5(M)	5(M)	L1
	(OR)		
6a. Explain the process of ethical decision making?	5(M)	3	L2
b. What are ethical dilemmas in organizations? Explain with an example?	5(M)	5(M)	L2
	(OR)		
7a. Explain the social responsibility of business?	5(M)	3	L2
b. What is corporate governance? Explain its importance?	5(M)	5(M)	L2
	(OR)		
8a. Explain ethics in marketing management?	5(M)	4	L2

b.	Discuss ethics in financial management? (OR)	5(M)	L2
9a.	Explain ethics in human resource management?	5(M)	4 L2
b.	Describe ethics in information technology?	5(M)	L1
10a	Explain environmental ethics and its importance?	5(M)	5 L2
b.	Discuss the meaning and effects of corruption? (OR)	5(M)	L1
11a	Explain gender ethics in the workplace?	5(M)	5 L2
b.	Explain discrimination and its consequences?	5(M)	L2
