

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

II - BBA I-Semester Supplementary Examinations (BR24), May - 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) Define business ethics.	(2M)	1	1
b) Explain the concept of ethical decision making?	(2M)	1	2
c) Interpret ethical leadership.	(2M)	2	2
d) What is personal growth in the context of ethics?	(2M)	2	1
e) Outline an ethical dilemma in an organization.	(2M)	3	2
f) What is brain stalling?	(2M)	3	1
g) Explain any two ethical issues in marketing.	(2M)	4	2
h) Define code of professional ethics.	(2M)	4	1
i) Mention the corruption in an organizational context.	(2M)	5	1
j) Summarise the trans-cultural human values.	(2M)	5	2

PART-B (5X10 = 50M)

2a. Describe the nature of ethics.	5(M)	1	2
b. Evaluate the relationship between values and ethics.	5(M)	1	5
(OR)			
3a. What are moral standards? Explain their role in business.	5(M)	1	1
b. Identify any five ethical principles in business.	5(M)	1	3
4a. Examine the concept of ethical corporate behaviour.	5(M)	2	4
b. Describe the role of leaders in shaping ethical culture.	5(M)	2	2
(OR)			
5a. Write a short note on lessons from the ancient Indian educational system.	5(M)	2	1
b. Explain the concept of science and human values.	5(M)	2	2

6a.	Apply the process of Ethical Decision Making in organizations.	5(M)	3	3
b.	Describe the need for Corporate Governance.	5(M)	3	2
(OR)				
7a.	Write a short note on Total Quality Mind.	5(M)	3	1
b.	Distinguish between Intellectual Rational Brain and Holistic Spiritual Brain.	5(M)	3	4
8a.	Determine the ethical practices in human resource management.	5(M)	4	5
b.	Explain the meaning and importance of a holistic approach for managers.	5(M)	4	2
(OR)				
9a.	Discuss the importance of professional ethos.	5(M)	4	6
b.	Examine the ethical issues related to information technology.	5(M)	4	4
10a	Outline the concept and importance of environmental ethics.	5(M)	5	2
b.	What are the principles regarding gender ethics in the workplace?	5(M)	5	1
(OR)				
11a	Explain the role of spiritual values in organizational behaviour.	5(M)	5	2
b.	Distinguish between secular values and spiritual values.	5(M)	5	4
