

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**B.Tech. IV Year I Semester Regular & Supplementary Examinations December-2024**  
**BUSINESS ETHICS**

(Open Elective (OE) – III)

**Time: 3 Hours**

**Max. Marks: 60**

(Answer all Five Units 5 x 12 = 60 Marks)

**UNIT-I**

1 What are the ethical theories and approaches for decision making? Explain. CO1 L1 12M

**OR**

~~2 a Explain the impact of Ethics in Business Policies and Strategies with suitable examples. CO1 L1 6M~~

b What is the importance of business ethics and corporate ethics? CO1 L1 6M

**UNIT-II**

3 a What are the marketing ethics? Why should a firm follow these? Explain. CO2 L4 6M

b Critically evaluate the role of sales force in unethical practices. CO2 L6 6M

**OR**

4 If an employee leaves a company, to work for a competitor, what types of knowledge would be ethical for the employee to share with the new employer, and what types of knowledge would be unethical to share? CO2 L6 12M

**UNIT-III**

5 What do you mean by ethical investment? How far do modern companies cater to ethical investment? CO3 L3 12M

**OR**

6 a Do companies had to operate ethically to be financially successful. Explain. CO3 L1 6M

b How do you prevent computer crimes? Explain. CO3 L3 6M

**UNIT-IV**

7 Narrate the provisions of the new company act, 2013, relating to changes in corporate governance issues. CO4 L6 12M

**OR**

8 What is Japanese model of corporate governance? Explain it comprehensively. CO4 L2 12M

**UNIT-V**

9 a Why does business needs society's approval in order to function? What may happen if society disapproves of a business activity? CO5 L3 6M

b Explain any four social responsibility roles. CO5 L2 6M

**OR**

10 It has been put to you that one of the merits of ethics is that it provides an understanding for the principles of corporate governance? What do you make of that argument? If it is Rejected; what other principles should under lie corporate governance, if they are not ethical ones? Discuss. CO5 L4 12M

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