



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Business Ethics and CG

Semester: VI

Program: BCOM ALL

Course Code: STGM3005

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Statement of Question	Marks	CO
Q 1	Data by itself is not useful unless A) It is massive B) It is processed to obtain information C) It is collected from diverse sources D) It is properly stated		CO1
Q 2	Which of the following is an intangible resource? A) Machinery B) Land C) Physical labors D) Reputation		
Q 3	Knowledge is always a part of a _____ system. A) Static B) Close C) Dynamic D) Open		
Q 4	Which one of the feature does not relate to 'Ethics in Human Resource'? A) Sexual harassment B) Discrimination issue C) Affirmative Action D) Product testing Ethics		
Q 5	Tactical information is needed for A) Day to day operations B) Meet government requirements C) Long range planning D) Short range planning		
Q 6	Codes of conduct and codes of ethics: A) Are formal statements that describe what an organization expects of its employees. B) Become necessary only after a company has been in legal trouble. C) Are designed for top executives and managers, not regular employees. D) Rarely become an effective component of the ethics and compliance program.		
Q 7	Which one of the features does not relate to 'Ethics in Marketing? A) Black Market, grey market B) Misleading Advertisement C) Price Skimming D) Carbon emission trading		
Q 8	Information is A) Data B) Processed Data C) Manipulated input D) Computer output		
Q 9	The moral principles, standards of behaviour, or set of values that guide a person's actions in the workplace is called A) Office place ethics B) Factory place ethics C) Behavioural ethics D) Work place ethics		
Q 10	What is the term for the act of getting individuals to behave in ways that are acceptable to a group? A) Indoctrination B) Brainwashing C)		

	Propaganda D) Socialisation		
SECTION B 4Qx5M= 20 Marks			
Q	Statement of question		CO4
Q 1	Discuss Carbon trading and Carbon footprint.		
Q 2	Critically discuss the statement : ‘Ethical behavior of individuals can also be influenced by the organization’s (business) goal’s.		
Q 3	Explain the historical development of Business Ethics		
Q 4	Outline the ethical responsibility of a marketing person in marketing consumable products.		
SECTION-C 3Qx10M=30 Marks			
Q	Statement of question		CO5
Q 1	Discuss the role of ethics , and consequences of ethical failure , in any service sector industry.		
Q 2	Critically discuss the role and scope of ethics in business. Do you agree with some moral philosopher’s view that business and ethics are at odds and in contradiction with each other.		
Q 3	Why are ethics of advertising professionals gaining importance these days? Describe with suitable illustrations , how unethical advertising can harm the consumers as well as society.		
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question		CO2
Q 1	What do you understand by ‘environment’? Give some examples of environment types and the way they are polluted. In view of your examples, why do you think that environment protection is an ethical issues?		
Q 2	Illustrate why gender equality is important for the growth of an organization , Cite two examples of organizations that have worked well in gender equality areas.		