



**I Semester M.B.A. Examination, August 2011**  
**BUSINESS ETHICS AND VALUES**

Time : 3 Hours

Max. Marks : 75

**PART – A**

Answer **all** questions.

**(3×5=15)**

1. How would you write a negative report on a customer who has a severely past due balance ?
2. How often should a business plan be updated and why is updating a business plan necessary ?
3. Define the concept of culture also describe the national cultural variables and individual cultural variables with examples.
4. What are the advantages and disadvantages of ecotourism ?
5. How do you expose a coworker who pretends to know their job but copies from you ?

**PART – B**

Answer **any six** questions.

**(6×10=60)**

6. How do you differentiate between personal ethics and professional ethics ? Give some examples of external users of accounting information.
  7. What is the concept of accountability today ? What is grapevine communication ?
  8. What are the Managerial uses of Break Even Analysis ?
  9. What are the managerial roles ?
  10. What are business ethics ? Explain in detail.
  11. What is the difference between Code of Ethics, Code of Conduct and Code of Practice ?
  12. What is the appropriate attire for insurance agents ? Why is effective communication important in organisation ?
  13. Is it possible to have an unethical personality in enforcing the policy of transparency and accountability ? What is your management philosophy and how do you motivate others ?
  14. Explain how does culture affect behavior with regard to business ethics and does business ethics change depending on the country ? If so please provide an example of a business practice that.
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