

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: MAY - 2025
SEMESTER - VI
Sub.: Business Ethics and Values (BBA22-613)

Date : 22/05/2025
Total Marks : 60
Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. What is the primary focus of business ethics?
 - a) Maximizing profits
 - b) Minimizing costs
 - c) Promoting social responsibility
 - d) Ensuring compliance with laws and regulations
2. Which of the following is a key principle of business ethics?
 - a) Profitability
 - b) Efficiency
 - c) Fairness
 - d) Competition
3. Which of the following is an example of a personal value?
 - a) Honesty
 - b) Efficiency
 - c) Productivity
 - d) Profitability
4. What is the primary goal of ethical decision-making in business?
 - a) To maximize profits
 - b) To minimize costs
 - c) To act with integrity and responsibility
 - d) To comply with laws and regulations
5. Which of the following is a key component of a business ethics program?
 - a) Training and education
 - b) Reporting and compliance
 - c) Auditing and monitoring
 - d) All of the above

Q. 2. State True / False (05)

1. Business ethics programs are only necessary for large corporations.
 - a) True
 - b) False
2. Long-term thinking is essential for businesses to respond to emerging trends and challenges.
 - a) True
 - b) False
3. Ethical decision-making is only relevant in situations where there is a clear moral or legal issue.
 - a) True
 - b) False
4. Everyone in an organization is responsible for ensuring that the business operates ethically.
 - a) True
 - b) False
5. Personal values are the same as professional values.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Scope of Business Ethics
2. Importance of Personal and Professional Values
3. Importance of CSR
4. Deontology
5. Supply Chain Sustainability

Q. 4. Answer in detail (Any Two) (20)

1. Discuss the importance of business ethics in promoting responsible business practices and contributing to a positive reputation and long-term success.
2. Discuss the importance of ethical decision-making in business, including the benefits and consequences of ethical and unethical behavior.
3. Discuss the importance of CSR in modern business, including its benefits and challenges.
4. Discuss the emerging trend of sustainability and its impact on business ethics.

Q. 5. Case study (15)

In the 1990s, Nike faced criticism for using sweatshop labor in its overseas factories. The company had a lot of issues and was not able to handle it. The company was accused of exploiting workers, paying low wages, and providing poor working conditions. This led to poor cooperation, lack of productivity and poor sales. The image of the company was at risk with huge losses.

The scandal damaged Nike's reputation and led to protests and boycotts. The company decided to follow good practice of business ethics to cope up with there losses. The importance of ensuring fair labor practices and respecting human rights in global supply chains.

Questions:

1. What was the Ethical Issue according to you in this case?
 2. What Consequences did the company face?
 3. What lessons did the company learned?
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