



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CME 2436

BUSINESS ETHICS

Max Marks: 75

ANSWER ANY FIVE OF THE FOLLOWING

(5 X 15 = 75)

1. Elaborate the need and importance of ethical business.
2. Enumerate the various factors influencing business ethics.
3. Describe the principles of public life.
4. "Socially responsible advertising" – Discuss.
5. Mention the objectives of ethical HRM.
6. Explain the details of an organisation for the protection of whistle blowing.
7. Elaborate the causes and effects of water pollution.
