

2026

Commerce (Core)

Paper Code : AC/MG/FI-CE-6344

Paper Name : Business Ethics

Time : 3 hours

Full Marks : 70

The figures in the margin indicate full marks for the questions.

1. Answer the following questions as directed : 1×10=10

a) Which is NOT a feature of business ethics ?

- i) Universal application
- ii) Based on moral values
- iii) Legally enforceable always
- iv) Voluntary in nature

(Choose the correct answer)

b) Which is a strategy for protecting the natural environment ?

- i) Increasing packaging waste
- ii) Pollution control and waste management
- iii) Using non-renewable resources
- iv) Ignoring environmental laws

(Choose the correct answer)

c) The Consumer Protection Act, 2019 provides for :

- i) Rights of business only
- ii) Rights of consumers and redressal mechanisms
- iii) Tax benefits to companies
- iv) Import restrictions

(Choose the correct answer)

Contd..

d) According to Swami Vivekananda, ideal work attitude is :

- i) Work for personal gain only
- ii) Work as worship, without attachment to results
- iii) Avoid all hard work
- iv) Work only for money

(Choose the correct answer)

e) The word 'Ethics' is derived from the Greek word :

- i) Ethikos
- ii) Ethos
- iii) Ethiks
- iv) Ethikosy

(Choose the correct answer)

f) Which Ministry is responsible for Environmental protection in India ?

g) What is the basic principle of Law of Karma ?

h) Which book is considered Gandhiji's guiding principle of Ethics ?

i) What is Social Audit ?

j) Write the full form of EIA.

2. Answer the following questions :

2×5=10

a) Mention any two features of business ethics.

b) Give any two distinctions between conservation and preservation of natural resources.

c) State any two examples of unethical product practices.

d) Mention two Consumer Rights under the consumer protection Act.

e) Mention two reasons for protecting the Natural Environment.

3. Answer the following questions (*any four*): 5×4=20
- a) Briefly explain the importance of business ethics in the modern corporate world.
 - b) Explain in brief about the relevance of Green Marketing in environmental protection.
 - c) Make a comparison between the teachings of Mahatma Gandhi and Swami Vivekananda.
 - d) Discuss the purpose of ethics in brief.
 - e) Why is ethics in advertising important ? Discuss in brief.
 - f) Why is prevention of pollution important ? Discuss in brief.
4. Answer the following questions (*any three*): 10×3=30
- a) Write a brief note on Conflict of Interest. How these conflicts can be minimised ? 5+5=10
 - b) Discuss Gandhiji's views on 'Swadeshi' and 'Self-reliance'. Are these ideas relevant in today's India ? Critically examine with reference to 'Atmanirbhar Bharat'. 10
 - c) "Profit maximization and business ethics are contradictory goals." Critically evaluate this statement with reference to modern corporate scandals. 10
 - d) What values and norms should marketers adopt to protect consumer rights in digital age ? Discuss these with the help of some examples. 5+5=10
 - e) Discuss the various corporate social responsibilities in details. 10
 - f) A mining company in Assam gets clearance but local people protest depletion of forest cover. How should the company balance profit vs conservation ? Discuss strategies for sustainable resource use and stakeholder dialogue. 4+6=10