

TDP (General) 4th Semester Exam., 2017

**BUSINESS ETHICS AND BUSINESS
COMMUNICATION**

(General)

FOURTH PAPER (Group—II)

Full Marks : 40

Time : 2 hours

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

Answer **one** question from each Unit

UNIT—I

1. What are the sources of ethical standards? What is the need for business ethics? Why identifying ethical standard is hard? 4+4+2=10
2. Discuss the nature and importance of business ethics in the context of business organizations. What are the canons of ethics? 4+4+2=10

UNIT—II

3. Explain the ethical issues in marketing and consumer protection. 5+5=10

4. What is CSR? Mention the types of companies for whom CSR spending is mandatory. State the benefits accrue to a company from a robust CSR programme. 2+3+5=10

UNIT—III

5. What do you mean by effective communication? Discuss the principles of effective communication. Chart any model of effective communication. 4+4+2=10
6. What is corporate communication? Mention the important objectives and essentials of corporate communication. 2+4+4=10

UNIT—IV

7. Draft a suitable supply order for supply of air-conditioning machines from a reputed electronics company. 10
8. Draft a letter to the insurance company intimating loss of goods by fire and asking for suitable claims. 10
