

TDP (General) 4th Semester Exam., 2018

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 is 'business ethics'? Write the principles of business ethics. Distinguish between morals and ethics. 2+3+5=10
2. Discuss the benefits of business ethics. What do you mean by ethical dilemmas? How can it be resolved? What is the basic difference between ethics and law? 4+2+2+2=10

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(Turn Over)

UNIT—II

3. Outline the importance of ethical behavior at the workplace. What are the factors influencing ethical behavior at the workplace? What are the major ethical issues faced by an individual at the workplace?
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4. Discuss in brief the relationship between ethics and marketing. What are the various threats faced by an accounting professional working as an employee of a company? 5+5=10

UNIT—III

5. What is business communication? Discuss the importance of business communication. Why is business communication called 'life blood' of an organization? 2+3+5=10
6. (a) What are the barriers of effective communication?
(b) Distinguish between the following :
(i) Formal communication and Informal communication
Or
(ii) Oral communication and Written communication 6+4=10

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(3)

UNIT—IV

7. Write any three importance of business letter. How many forms of business letter are used in business organization? Write the components of a good business letter. 2+2+6=10
8. Draft a letter of enquiry to a computer manufacturing company for marketing of a new model of personal computer (PC) in a particular area. 10

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