

Reg. No.:



Name:

University of Kerala

W6561

Third Semester FYUGP Degree Examination, November 2025

Value Addition Courses

COMMERCE

UK3VACCOM200 - Business and Professional Ethics

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	Cooperation means: Options : A)Working alone B)Competing with others C)Working together for a goal D)Ignoring team input	RE	1
2	Morals are: Options : A) Legal rules B)Technical processes C)Personal beliefs of right and wrong D)Company policies	RE	1
3	Work ethics in an organization ensures: Options : A)Greater employee turnover B)Strict legal enforcement by government agencies C)More personal freedom and less accountability D)Efficient, honest, and responsible behaviour among employees	UN	3
4	Which comes under unethical marketing? Options : A)Honest product information B)Misleading advertisement C)Transperant pricing D)Consumer protection	UN	2
5	Which of the following is a trait of professionalism? Options : A)Gossiping B)Punctuality	UN	4

Qn No.	Question	CL	CO
	C)Favouritism D)Negligence		
6	Which quality enables a person to control fear and face difficult situations with confidence? Options : A)Loyalty B)Courage C)Customs D)Ethics	UN	1

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain how loyalty contributes to team harmony.	UN	3
8	Demonstrate the advantages and disadvantages of business ethics.	UN	2
9	Apply the principles of marketing ethics regarding misleading advertising.	AP	2
10	Describe in detail the key characteristics of values.	AP	1

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) Apply the ideas of customs and religion in ethical decision-making to suggest possible solutions. OR B) Apply the concept of plagiarism with an example	AP	4, 4
12	A) Analyze the role of courage, cooperation and commitment in ethical decision making. OR B) Analyze the concept of profession and professionalism,. Explain the different models of professionals roles and their relevance in modern work culture.	AN	1, 5
13	A) Evaluate the benefits and limitations of collective bargaining. OR B) Compare the ethical issues faced by the HR department and the Finance department in an organization.	EV	3, 3
14	A)	CR	2, 2

Qn No.	Question	CL	CO
	<p>Construct a model of value-driven organisational culture that promotes ethics, employee well-being, and collegiality.</p> <p>OR</p> <p>B)</p> <p>Propose strategies for an organisation to enhance cooperation.</p>		