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Question Paper Code: 58701

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2018

Seventh Semester

Civil Engineering

15UME801 - PROFESSIONAL ETHICS

(Common to CSE,ECE,EEE,EIE,MECH,IT and Chemical Engineering)

(Regulation 2015)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

- Which of the following is NOT a key element of the definition of ethics? CO1- R
(a) Reflective choice (b) Moral principles
(c) Definitive conclusions (d) Consequences of decisions
- _____ behavior tends to arise when managers decide to put the attainment of their own personal goals, or the goals of the organization, above the fundamental rights of one or more stakeholder groups. CO1- R
(a) Complementary (b) Situational (c) Unethical (d) Confusing
- Accepted principles of right or wrong governing the conduct of business people are called: CO1- R
(a) Business values (b) Business conduct
(c) Business principles (d) Business ethics
- _____ is defined as the duty, obligation or even authority. CO2- R
(a) Work (b) Responsibility (c) Democracy (d) Authority
- _____ is defined as the right of a person to guide. CO2- R
(a) Democracy (b) Responsibility (c) Freedom (d) Authority
- The plan that human resource personnel might develop for hiring a sales force to sell a new product the division has developed is called a: CO2- R
(a) Operating plan (b) Unit plan
(c) Business level plan (d) Operating strategy

7. The values and assumptions shared within an organization are called the organizational: CO3- R
- (a) Values (b) DNA (c) Lifestyle (d) Culture
8. The process whereby national economies and business systems are becoming deeply interlinked with each other is called: CO3- R
- (a) Localization (b) Internationalization (c) Globalization (d) Global linking
9. Any business that has productive activities in two or more countries is called a CO3- R
- (a) Multinational enterprise. (b) Multiglobal enterprise
- (c) Multilocational enterprise (d) Multilevel firm
10. Corporate culture _____ refers to how widely and deeply employees hold the company's dominant values and assumptions. CO3- R
- (a) Breadth (b) Depth (c) Character (d) Strength

PART – B (5 x 2= 10 Marks)

11. State the three levels of moral development in Kohlberg's theory. CO1- R
12. Mention the uses of Ethical Theories. CO1- R
13. List the senses of Engineering Ethics. CO2- R
14. Define: Computer ethics. CO3- R
15. State the need of technology transfer. CO3- R

PART – C (5 x 16= 80 Marks)

16. (a) Explain about the types of inquiries with a suitable case study. CO1- U (16)
- Or
- (b) Discuss about Profession, Professional and Professionalism. CO1- U (16)
17. (a) With a suitable case study, discuss about Engineering experiments Vs standard experiments. CO2- U (16)
- Or
- (b) Give justifications on how the Challenger disaster could have been avoided by engineers. CO2- U (16)

18. (a) Investigate the situation about risk benefit analysis with example. CO2-U (16)
Or
(b) With a case study, examine about the intellectual property rights. CO2-U (16)
19. (a) Illustrate the pros and cons of multinational companies from ethical point of view. CO3- U (16)
Or
(b) With a suitable case study, survey about Environmental Ethics. CO3- U (16)
20. (a) Illustrate the role of Engineers as Managers with example. CO3- U (16)
Or
(b) Interpret about 'morally creative leaders' and participation in professional societies. CO3- U (16)

