TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL – 113**
Course Title	**:**	**BUSINESS ETHICS**
Assignment Code	**:**	**BRL–113/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What are the essential elements of business ethics? **(10)**

2. Explain the principles and standards of fair trade. **(10)**

3. Discuss about the various consumer rights in terms of data protection. **(10)**

4. Discuss the ethical principles and practices associated with product safety and quality control. **(10)**

5. What do you mean by price gouging? Explain the advantages and disadvantages of price gouging? **(10)**

6. Giving suitable examples, highlight the importance of ethical practices in managing distribution of perishable products. **(10)**

7. What is meant by the integrity of the employees? Describe traits of the employees showing integrity. **(10)**

(B) Essay Type Questions

8. What is meant by sourcing the local resources? Explain its advantages. **(15)**

9. What are the common measures for handling occupational hazards in retail industry? **(15)**

1. What are the essential elements of business ethics? (10)

Answer

Business ethics means the application of moral principles to business decisions and relationships. It asks not only whether an activity is profitable and lawful but also whether it is honest, fair, responsible and respectful of people affected by it. Its essential elements form an integrated framework for conduct by owners, managers, employees and suppliers.

Honesty and truthfulness. A business must communicate accurate information about product features, prices, ingredients, delivery dates, accounts and performance. Concealing defects or using misleading advertisements may produce immediate sales but damages trust. A retailer should disclose the full price and material conditions of a promotional offer rather than attract customers with hidden charges.

Integrity and consistency. Integrity means acting according to declared values even where misconduct may escape detection. Managers should apply the same ethical standards to purchasing, recruitment, sales and financial reporting. For example, a purchasing officer must refuse an improper commission from a supplier even if it could be disguised as a gift.

Fairness and justice. Customers deserve transparent prices and genuine opportunities to resolve complaints. Workers deserve fair selection, remuneration, appraisal and treatment. Suppliers should be chosen according to quality, reliability and legitimate commercial criteria instead of favouritism. Fairness also requires attention to vulnerable persons who may have less bargaining power.

Accountability and transparency. Individuals must accept responsibility for their choices, keep reliable records and explain decisions to legitimate stakeholders. Financial controls, conflict-of-interest declarations, internal audits and accessible grievance mechanisms make accountability practical. Transparency does not demand disclosure of confidential personal information; it means adequate and truthful disclosure to those entitled to know.

Respect for human dignity and rights. Ethical businesses prevent discrimination, harassment, coercion, unsafe working conditions and misuse of personal information. Employees should be free to report concerns without retaliation. Consumer autonomy requires meaningful information and freedom from deceptive pressure. Respect should extend to contract workers and people employed throughout the supply chain.