

2070

B.B.A. Examination, 2015

First Semester

Seventh Paper

(Business Ethics)

Time : Three Hours

Maximum Marks : 70

[Pass Marks : Individual Paper : 40%

Aggregate : 50%

Note: Answer **five** questions in all. Short answer type **Question No. 1** carrying 30 marks is **compulsory**. Answer **one** question carrying 10 marks from each Unit.

1. Answer the following short answer questions :

3x10=30

- (a) Explain the importance of Values for a manager.

(2)

- ~~(b)~~ What do you mean by Workethos?
- (c) How is Science related to human Values?
- ~~(d)~~ What is feedback in business?
- (e) What do you understand by Work Life Balance?
- ~~(f)~~ What is ethical advertising?
- ~~(g)~~ What do you understand by Organisation Culture?
- ~~(h)~~ Distinguish between Social attitude and Social tradition.
- (i) Explain in brief the concept of 'Sarvodaya'.
- ~~(j)~~ What do you mean by Social audit?

UNIT -I

- 2. What do you mean by business ethics? Examine its relevance in present scenario. 10
- OR
- 3. What do you understand by Work Life? Elaborate Indian ethos for work life.

2070

(3)

UNIT -II

- ~~4~~ Define ethics. What are sources of ethics? How ethics affect business decision making? 10
- OR
- ~~5~~ What is the relationship between Corporate excellence and ethics? Explain in detail.

UNIT -III

- ~~6~~ What are the basic components of the Gandhian Philosophy? Is it relevant for the modern management? 10

OR

~~7~~ Elaborate Gandhiji's seven greatest Social sins.

UNIT -IV

- ~~8~~ What do you mean by Corporate Social Responsibility? Describe responsibility of business with respect to different stakeholders.

OR

2070

(4)

9. Throw light on various arguments for and against social responsibility of business.