

Roll No.

Paper Code – BBA 107 (N)

K-096

BBA 1st Year (SEMESTER-I) EXAMINATION, 2023-24

BUSINESS ETHICS

(Back Paper)

Time : Two Hours]

[Maximum Marks : 70

Note- This paper consists of three Section A, B and C.

Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only.

Section-A

(Short Answer Type Questions)

Note- All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 5 marks.

1. (A) Define the nature of business ethics.
(B) What is the Indian ethos for work-life ?

- (C) Explain the significance of Gandhi's seven social sins.
- (D) What is Total Quality Management (TQM) ?
- (E) What are the benefits of ethical business practices ?
- (F) What is the impact of CSR on business performance ?

Section-B

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries 20 marks.

- 2. What arguments exist in favor of incorporating strong ethical principles into business practices ?

(Or)

- 3. What are the challenges and opportunities associated with implementing business ethics practices in today's globalized business environment ?

Section-C

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries 20 marks.

- 4. How can corporate social responsibility (CSR) initiatives positively impact the reputation and brand image of a company in the eyes of consumers and stakeholders ?

(Or)

- 5. Define work-life balance, and why is it important for individuals in today's fast-paced work environment ?

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