

Roll No.

BBA-107(N)

B. B. A. (First Semester)

EXAMINATION, Dec., 2017

(New Course)

Paper Seventh

BUSINESS ETHICS

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. Comment on the following :

- (A) Ethical dilemma.
- (B) Ethics in Religion.
- (C) Lord Rama as a Role model.
- (D) Ethics and Laws.
- (E) Features of Indian Ethos.

- (F) Simple living, high thinking.
- (G) Greatest social sins.
- (H) Code of Ethics.
- (I) Needs of ethics in our lives.
- (J) Advertising Ethics.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. What is Business Ethics ? Explain the benefits and importance of business ethics.
- 3. Comment on importance and relationship between Ethics and Vision and Mission statement.
- 4. Define worklife balance and its role and importance in the corporate world.
- 5. TQM is the sum of three attributes i. e. Total + Quality + Management. Comment.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Comment on the Philosophy of Trusteeship as given by Gandhiji.
- 7. Explain the concept of CSR. Do the Indian business enterprises socially irresponsible ? Comment.
- 8. Discuss impact of globalisation on organisation culture.
- 9. What do you mean by Co-operate Governance ? Explain its needs and importance.

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