

Roll No. 0302499.....

BBA-107(N)

B. B. A. (First Semester)

EXAMINATION, Nov./Dec., 2018

(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 parts of Question 1 in Section A are compulsory. Each question carries 3 marks.

1. (A) Define Business Ethics.
- (B) Differentiate between Ethics and Morals.
- (C) What is work-life balance ?
- (D) What is the difference between Vision and Mission of a Company ?

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- (E) What should be the characteristics of a good corporate mission statement ?
- (F) What is TQM ?
- (G) What is an ethical dilemma ?
- (H) "Indian work culture is not target oriented but process oriented." Explain.
- (I) Enumerate various internal stakeholders of a business.
- (J) What is 'Social Audit' ?

Section—B

(Long Answer Type Questions)

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

- 2. What are ethical values ? How do ethical values evolve ? Discuss.
- 3. "The purpose of a business is to maximize the profits by doing business not charity." Do you agree ? Why and why not ?
- 4. What is the relationship between ethics and corporate excellence ? Discuss.
- 5. What is organizational culture ? How can a healthy, ethical organizational culture be developed ? Discuss.

Section—C

(Long Answer Type Questions)

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

- 6. Discuss the seven deadly social sins as described by Mahatma Gandhi.

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- 7. Explain the Gandhian philosophy of trusteeship.
- 8. What should be social responsibility of business towards external stakeholders ? Discuss.
- 9. Write short notes on the following :
 - (a) Social Audit
 - (b) Environment Concerns

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