

Roll No.

BBA–401

Business Values and Ethics

Bachelor of Business Administration

(BBA–10/12/16/17)

Fourth Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Define business ethics. Explain the significance of business ethics for business organizations.
2. Explain core values, vision and mission statements of an organization. Discuss the role of corporate values on the shaping of its vision and mission.
3. Write an essay on the Indian values and their relevance for modern business organization and professional management.
4. Explain the concept of corporate social responsibility. What are its advantages and limitations ?

(B-67) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. Define values.
2. Relevance of ethics to business.
3. Explain corporate governance.
4. Virtue theory.
5. Ethical issues in product safety and quality.
6. Responsibility of business towards employees.
7. Advertising and ethical responsibility.
8. Ethical corporation.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

Indicate whether the following statements are True *or* False :

1. Organizations adhering to ethical conduct consistently outperform the organizations that do not display ethical conduct.
2. Right theory does not focus on the outcome or the ends of action. .
3. The understanding of philosophical background of ethics provides insights and prevents us from committing the same error again.
4. Knowledge of all the theories of management will make one a professional manager.

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5. The business organizational framework has no influence on ethical behaviour.

Fill in the blanks :

6. The term “ethics” originates from Greek word
7. The ethical ways in which a corporation achieves what it set out to achieve are known as
8. The main principle of ethics is to not do any harm
9. principal states the maximization of net social benefits as the morally correct action.
10. Business ethics is the branch of ethics.