

P-737

Total Pages : 3

Roll No.

BBA-401

Business Values and Ethics

Bachelor of Business Administration (BBA)

4th Semester Examination, 2023 (June)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Write a detailed account of values and Indian scriptures.

2. Discuss the legislative and administrative measures prevalent in India. How do these provisions ensure ethical conduct ?
3. Examine the analysis of ethical values with regard to the provisions of corporate disclosure in India.
4. What do you understand by the phrase, 'Indian Ethos for Business' ? Discuss.
5. In India one word, 'DHARM' contains all the ethical values and practices. Discuss.

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 any Four (04) questions only. (4×8=32)

Briefly discuss any *four* (04) of the following :

1. Management by values.
2. Corruption hampers growth.
3. Corporate governance.

4. Cross-cultural management.
 5. Virtue theory of ethics.
 6. Profit maximization and ethics.
 7. Ethics in advertising.
 8. Whistle blowing.
-

