

BBA-401

Business Values and Ethics/

व्यावसायिक मूल्य तथा नैतिकता

Bachelor of Business Administration

(BBA-10/12/16/17)

Fourth Semester

Examination, 2019

Time : 3 Hours

[Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

Long Answer Types Questions

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

1. Define Business Ethics. What is the need and objectives of business ethics? Explain the importance of business ethics in business behaviour.

(2)

2. What is the difference between values and ethics? Explain the causes of unethical behaviour? What are the important factors of building an ethical infrastructure in the organisation.
3. What is the meaning and definition of corporate social responsibility? Explain why business should be socially responsible and identify the main social responsibilities of business?
4. What are the common unethical practices in marketing and discuss what are the main factors behind these unethical practices.
5. What do you understand by workplace spirituality? Discuss how Indians ethos and Vedanta philosophy is helpful to business managers in a globalised and market economy?

Section–B

Short Answer Types Questions

Note :Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

1. Explain codes of Ethics. What are the conditions for effective code of Ethics.

(3)

2. What is the meaning of Whistle blowing? Differentiate between internal and external Whistle blowing.
3. Explain the ethical responsibilities of business towards its customers.
4. Discuss the relationship between profit maximisation and ethics.
5. What do you understand by Total Ethical Management? Explain.
6. Discuss the factors responsible for growing corporate social responsibility.
7. Explain how individual values influence the morality of managers.
8. Explain the distributive justice criteria of ethical reasoning.