

S-896

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Roll No. -----

BBA-401

Business Values and Ethics

Bachelor of Business Administration (BBA)

4th Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. Critically discuss the utilitarian theory of ethics.
- Q.2. Discuss various provisions related to maintenance of ethical values, disclosure and protection of all the stakeholders as contained in business laws.
- Q.3. What do you understand by business ethics? How does it affect business?
- Q.4. Discuss the issues related to ethics in various functional areas of business.
- Q.5. What is corporate governance? 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 x 8 = 32]

Briefly Discuss any four (04) of the following:

Q.1. Corporate Values

Q.2. Business ethics and Total Quality Management (TQM).

Q.3. Social contract theory of ethics.

Q.4. Ethical issues in marketing.

Q.5. Corporate Social Responsibility(CSR).

Q.6. Insider trading.

Q.7. Relevance of business ethics.

Q.8. Public policy of corporations.
