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Roll No. -----

BBA-401

Business Values and Ethics/

व्यवसायिक मूल्य तथा नैतिकता

Bachelor of Business Administration

(BBA-10/12/16/17)

4th Semester, Examination June 2022

Time: 2 Hours

Max. 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 – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. What is the meaning and definition of Ethics? Explain the nature of business Ethics and its importance in business development.
- Q.2. Explain main social responsibilities of a business organisation.
- Q.3. Discuss the factors behind the origin of corporate governance. Explain different ways of reforms for the professionalisation of corporate governance.
- Q.4. Explain to what extent Indian Ethos and vedanta principles can help business managers in ethical decision making. Explain with examples.
- Q.5. Discuss the main ethical issues in marketing and advertisement and explain what are the ethical responsibilities of business towards its customers.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

P.T.O.

- Q.1. What is the role of corporate values in shaping mission statement of an organisation?
- Q.2. Discuss the individual values which influence the morality of managers.
- Q.3. What do you understand by Utilitarianism?
- Q.4. Discuss the nature of an ethical corporation.
- Q.5. What are the ethical responsibilities of a business towards its employees?
- Q.6. What is the meaning and uses of whistle blowing?
- Q.7. Discuss the legal provisions in India for women welfare and safety.
- Q.8. Write a short note on evolution of Ethics.
