

## **BBA-401**

### **Business Values and Ethics**

Bachelor of Business Administration

(BBA-10/12/16/17/BBAH-11)

4<sup>th</sup> Semester, Examination 2019

**Time : 3 Hours**

**Maximum Marks : 80**

**NOTE :** This paper is of Eighty (80) marks divided into three (03) sections.A,B,and C, 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 any two (02) questions only.

(2x19=38)

1. Explain meaning and nature of values. What is the role of corporate values in shaping the mission statement of a business organization.

2. Discuss the evolution and nature of business ethics. Explain how indian ethos and Vedanta philosophy is helpful to business organizations in a market economy?
3. Discuss various factors responsible for growing corporate social responsibility.
4. Discuss the role of personal, family and social backgrounds in ethics. Explain the influence of individual values on managers.

**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.

(4x8=32)

1. Difference between values and ethics.
2. Relevance of ethics to business
3. Utilitarian theory of ethics
4. Work place spirituality
5. Obligations and Rights of employees and employers
6. Responsibility of business towards customers

7. Issues of ethical responsibility in marketing
8. Total ethical management

**Section –C**  
**(Objective-type-questions)**

**NOTE:** Section 'C' contains ten (10) objective - Type questions of one (1) mark each. All the questions of this section are compulsory. (10x1=10)

1. To establish and formulate ethical conduct formal structure of organizational members is necessary.
2. Ethics are same as conformance to agreed values.
3. Business ethics is the branch of applied ethics.
4. In agency theory the CEO is in charge and there is strict hierarchical governance.
5. The main principle of ethics is to not do any harm knowingly.

**Fill in the blanks.**

6. The term "ethics" was first used by .....
7. "Who are we " and "where do we want to go " are the statements of corporate .....and.....
8. ....always remind us that We should not treat people merely as resources or means.

9. .... manager will pursue own self interest and ignore the interest of others.
10. Those rights which humans have on the basis of their being humans are called .....rights.

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