

(20113)

Roll No. ....

(2)

BBA I Sem.

18042

B. B. A. Examination, Dec. 2012

BUSINESS ETHICS

(BBA-107)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

Attempt all *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Explain the concept of Business Ethics.
2. What do you mean by Indian philosophy of work life ?

3. Define corporate excellence.
4. What is philosophy of trusteeship ?
5. What is social responsibility of business ?

**Section-B**

**(Short Answer Questions)**

Attempt any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Explain Indian values for the workplace.
7. Explain arguments against Business Ethics.
8. What is Gandhian philosophy of wealth management ?

**Section-C**

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

18042

9. What are the different approaches to studying Business Ethics ?
10. Discuss the work life in Indian philosophy and also its evolving ethical values.
11. Which factors are responsible for poor work culture ? What steps should be taken to improve work culture ?
12. Write a detailed note on Gandhiji's seven greatest social sins.
13. What is organizational culture ? What are its functions ?