

(21213)

Roll No.

(2)

B.B.A.-I Sem.

18042

B. B. A. Examination, Dec. 2013

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

1. Define ethical values.

2. Describe work-life balance.

3. Explain the term TQM.

4. What is philosophy of trusteeship?

5. Describe social audit.

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. Discuss the nature of Business Ethics.

7. Discuss the relationship between ethics and corporate excellence.

8. Explain the importance of social audit in present era.

13. Explain why is it important for a corporate to work as socially responsible entity.

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. $15 \times 3 = 45$

9. Explain in detail the Indian values for the work place.
10. What is organizational culture ? Discuss how it can build ethical values in the organization. $5+15$
11. Write notes on the following :
- (i) Corporate mission statement
 - (ii) Code of Ethics.
12. Describe the Gandhiji's seven greatest social sins.