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(21216) Roll No.....

B.B.A. - I Sem.

**18042**

**B.B.A. Examination, Dec. 2016**

**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)**

**Note :** Attempt **all** the **five** questions. Each question carries **3** marks. Very short answer is required not exceeding 75 words.

5 × 3 = 15

P.T.O.

1. How to ethical practices benefit a business?
2. What do you mean organizational values?
3. What do you mean by quality?
4. What do you mean by Religion without sacrifice?
5. Define Social responsibility.

**Section-B**

**(Short Answer Questions)**

**Note :** Attempt any **two** questions out of the following three questions. Each question carries **7½** marks. Short answer is required in 200 words.

2 × 7.5 = 15

6. What are the reasons for Poor work culture?
7. What do you mean by Organization Ethics? Explain their role.

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8. What are the factors affecting Social Orientation?

### **Section-C**

#### **(Detailed Answer Questions)**

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

9. What is Business Ethics? Explain the benefits and importance of business ethics?
10. Explain the Indian Model of Management and Management Practices.
11. What do you understand by term Organisation Culture? Who are the key ingredients of organisational culture?

12. Explain the term TQM. Give an Indian insight to TQM. How important TQM in India?
13. What are the Seven Social Sins as explained by Gandhi Ji? Give in detail.