

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18042

B.B.A. Ist Semester Examination, Nov., 2019

BUSINESS ETHICS

(BBA-107)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions) 3×5=15

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

1. 'The three terms used to define ethics are : Right, proper and just'. Comment. Describe ethics as a normative science.

2. What are the reasons for adopting a code of conduct ?
3. Describe Gandhian idea of trusteeship.
4. Explain the concept of work life balance.
5. Define social responsibility of business.

Section-B

(Short Answer Type Questions) 7½×2=15

Note :- Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

6. From the perspective of the firm, ethics is associated with trust. Discuss it.
7. Discuss the place of ethics and values in business.
8. Explain the subject-matter of corporate governance.

Section-C

(Long Answer Type Questions) 15×3=45

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

9. Why are we very much worried about deteriorating values ? How values and dedication bring skill ?

ND-181

(1)

Turn Over

ND-181

(2)

10. Discuss the ground on which advertising is criticised. How would you check deceptive advertising ?
11. Describe the Gandhiji's seven greatest social sins.
12. What is organisational culture ? Discuss how it can build ethical values in the organization.
13. How strategic planning is related to corporate social responsibility ? Enumerate steps to design strategic planning system.