

18078

BBA Examination, Dec.-2023

(Business Organisation and Ethics)

(BBA-106)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from **all** sections as per instructions.

Section-A

Note : Attempt **all** questions. $3 \times 5 = 15$

1. "Business is a Social Activity." Explain. 3
2. What are the various forms of ownership of business units? 3
3. Discuss the various stages of promotion. 3

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4. What do you mean by "Business Ethics?" 3
5. Discuss the social responsibility of a business. 3

Section-B

Note : Attempt any **two** questions.

$7.5 \times 2 = 15$

6. Define business organization and discuss its objectives. 7.5
7. Discuss in brief the different forms of business organisation. 7.5
8. What do you mean by Work Ethics? What are the benefits of managing ethics at the workplace. 7.5

Section-C

Note : Attempt any **three** questions.

$15 \times 3 = 45$

9. Define "Business" and discuss its scope and explain the difference between Commerce and Industry. 15

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10. "A company is an artificial person created by law with a perpetual succession and a common seal." Discuss this statement thoroughly. 15
11. "The establishment of a new business enterprise in many ways is like the birth of a child." Discuss and mention the problems faced in establishment of a new business unit. 15
12. Explain the Gandhian philosophy of trusteeship. Also, discuss the Gandhian thoughts about social sins. 15
13. What is meant by Business Ethics and Values? Explain its significance to the business. How do values and ethical considerations affect strategy implementation? 15