

**18078**

**BBA Examination, Dec.-2024**

**(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**

**(Very Short Answer Type Questions)**

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

1. Explain the concept of Business. 3
2. Distinguish between trade and industry.3
3. Discuss the main functions of a company promoter. 3

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4. What is meant by Business Ethics and Values? 3
5. Discuss the term "Social Audit." 3

**Section-B**

**(Short Answer Type Questions)**

**Note :** Attempt any **two** questions.

$2 \times 7.5 = 15$

6. "Along with economic activity, business is also a human and social activity." Explain. 7.5
7. What is meant by Business Organization? Describe about the scope of Business Organization. 7.5
8. Give any five arguments against business ethics. 7.5

**Section-C**

**(Detailed Answer Type Questions)**

**Note :** Attempt any **three** questions.

$3 \times 15 = 45$

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9. You intend to start new business. What points will you bear in mind while establishing the business. 15
10. Do you agree with this statement that the joint-stock company form of business is an improvement over partnership? Give reasons for your answer. 15
11. What is mission? Discuss its need, components and importance. Give example of mission statement. 15
12. What do you mean by Corporate Social Responsibility? Explain the various theories of Corporate Social Responsibility? 15
13. What do you understand by Business Ethics? Also, discuss the relationship between Ethics and Corporate Governance. 15