

(21213)

Roll No.

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)

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.

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.

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

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