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(201217)

Roll No.

B.B.A.-I Sem.

18042

B. B. A. Examination, Dec. 2017

BUSINESS ETHICS

(BBA-107)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all 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. 3x5=15

1. Explain the main features of Indian Ethics.
2. Explain Work Ethics.
3. What is TQM ? Explain in brief.

4. Explain the concept of Social Audit.
5. Write a short note on Spiritual Business Values.

Section-B

(Short Answer Questions)

Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½x2=15

6. What are the objectives of value-based management?
7. Explain non-economic environment of business.
8. Explain Gandhian philosophy of Wealth Management.

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. 15x3=45

9. What is social responsibility ? What types of actions demonstrate that a firm is socially responsible ?

10. Explain the concept of Business Ethics. Also discuss the arguments against Business Ethics.
11. What is organizational culture ? What are the steps necessary to implement Total Quality Management.
12. How is business responsible towards the environment ?
13. Explain the following :
 - (a) Gandhiji's Seven Greatest Social Sins
 - (b) Corporate responsibilities towards stockholders.
 - (c) Ethics of Science and Traditional Thoughts.

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