

BBA -107(N)

Roll No. :

**B.B.A. (First Semester^r)
EXAMINATION, Dec.-2015**

(New Course)

Paper – Seventh

BUSINESS ETHICS

[Time: Three Hours]

[Maximum Marks: 70]

Note: Attempt Questions from all the sections as directed.

SECTION – A

Short Answer Type Questions

Note: Attempt all questions from this section. Each Question will carry
3 marks.

- Q.1. A. Explain the concept and importance of Ethics.
B. Why Ethics is needed in the Business?
C. What are the Greatest Seven Sins given by Gandhiji?
D. What are the Ethical Contradictions in the Business?
E. What is the role of ethics in making corporate mission?
F. Why The Lord Krishna still inspires us?
G. What is the importance of Organization Culture?
H. List down the stakeholders of business.

- I. Importance of the Four Ashrams of Indian Culture.
- J. Write on any two Ethical Business Leaders?

SECTION – B

Long Answer Type Question

Note: Attempt any two questions from this section. Each Question will carry 10 marks.

- Q.2. How Indian ethics is helpful in solving the problems of life of a common Man?
- Q.3. What is the importance of work life balance and what factors are responsible for its success in the Corporate world?
- Q.4. "Fairness in seven days" is a famous advertisement of a famous cream of a company. Is it possible to become fair in seven days? But product is a hit. Is it ethical to claim? Comment.
- Q.5. Write down the salient features of the codes of ethics? Why and where is it needed?

SECTION – C

Long Answer type question

Note: Attempt any two questions from this section. Each Question will carry 10 marks.

- Q.6. The concept of Trusteeship to manage the wealth was given by Gandhiji? Define Trusteeship and explain whether it is possible to manage the business in the Gandhian way?
- Q.7. Define the concept and philosophy of TQM and what is the relationship between Ethics and TQM?
- Q.8. Write whether the Corporate Social Responsibility is the job of Corporate or the government. Define it with suitable examples. What measure, the Government of India has taken in this regard?
- Q.9. Write down the characteristics of Social Audit. Why is it needed in the business organizations?