

Roll No.

BBA-107(N)

**B. B. A. (First Semester)
EXAMINATION, Dec., 2019**

(New Course)

Paper Seventh

BUSINESS ETHICS

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. Define the following terms with suitable explanation :

- (A) Ethical principles in Business
- (B) Ethical principles towards customers
- (C) Salient features of Corporate Mission Statement
- (D) Social audit
- (E) Determinants of organisational value
- (F) Ethical values for work life in society

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- (G) Difference between Social and Business objectives
- (H) TQM
- (I) According to M. Gandhi definition of health
- (J) Seven social sins

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. Suggest, how ethical values written in Indian scriptures help in conduct of business activities.
- 3. How a Manager maintains balance between its economic and social life ?
- 4. "Organisational culture helps in co-ordination and co-operation for accomplishing organisational objectives." Comment.
- 5. Write a note on philosophy of Trusteeship advocated by M. Gandhi.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Write short notes on the following :
 - (a) Different stakeholders of a business organisation
 - (b) Responsibility of Business organisation towards their stakeholders.

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- 7. What are the social quality standards ? Suggest, how society attains it by Ethical work.
- 8. What are the Indian standards for working people in a society which want to attain development ?
- 9. Suggest the role of CSJM University is doing ethically for social development of its stakeholders.

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