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(21218)  
BBA- I Sem.

Roll No. ....

18042

B. B. A. Examination, Dec. 2018

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)

Answer all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. "Work is not accomplished merely through effort/enterprise. It should be ethical also." Comment.

(2)

2. "To be a good manager, one has to be a good man." Discuss this statement.
3. Explain the concept of work life balance.
4. What do you mean by Quality Circle ?
5. What do you mean by worship/religion without sacrifice ?

Section-B

(Short Answer Questions)

Answer any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. 7½×2=15

6. Ethics have a central part to play within the corporate environmental decision-making process. Explain the relationship between ethics and corporate excellence.

7. **Morality is the only yardstick for evaluating right or wrong. Comment briefly.**
8. **Explain the values that should be practiced by Indian Companies.**

**Section-C**

**, (Detailed Answer Questions)**

Answer any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. **What do you mean by corporate social responsibility ? Explain the role of stakeholders in context of corporate social responsibility.**  
<https://www.ccsustudy.com>
10. **What is organizational culture ? Discuss how it can build ethical values in the organization.**
11. **Write notes on the following :**  
(i) **Corporate mission statement**  
(ii) **Code of Ethics.**

12. **Explain the term T.Q.M. Give an Indian insight to T.Q.M. How important T.Q.M. in India ?**
13. **Explain the Gandhian philosophy of trusteeship. Also discuss the Gandhian thought about social sins.**