

K-287

Total Page No. : 3]

[Roll No.]

BBA-401

Bachelor of Business Administration

B.B.A. IVth Semester

Examination Dec., 2023

BUSINESS VALUES AND ETHICS

Time : 2 Hours]

[Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

Long Answer Type Questions 2×19=38

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

K-287

(1)

P.T.O.

1. What is business ethics ? What are the objectives of bring ethics in business ?
2. What is distinction between ethics and values ? Discuss various theories of ethics in business.
3. Explain what is corporate citizenship ? What are the various stages with examples.
4. What are the main areas of corporate governance ? Discuss briefly the benefits of good corporate governance.
5. What is corporate social responsibility ? Explain the responsibility of business towards its customers.

Section–B

Short Answer Type Questions 4×8=32

Note :– Section ‘B’ contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

Briefly explain the following :

1. Ethical Issues in Business
2. Code of conduct
3. Distinction between utilitarian theory and deontological theory of ethics

4. Relations between religion and ethics
5. Benefits of whistle blowing
6. The linkage of ethics and business performance
7. Transparency and trust worthiness
8. Rights and obligations of employees in a corporation
