

**A-0822**

**Total Pages : 4**

**Roll No. -----**

**BBA-401**

**Business Values and Ethics**

Bachelor of Business Administration (BBA)

4<sup>th</sup> Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

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

P.T.O.

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## **Section-A**

### **(Long-Answer-Type Questions)**

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.

[2x19=38]

- Q.1. “Ethics has an important place in business.” Comment and explain what is the responsibility of a government when found an organization unethical. Narrate briefly what are the major ethical issues business is facing today?
- Q.2. What is corporate governance? Explain Briefly the areas and benefits of good corporate governance.
- Q.3. What do you understand by the mission statement of the company? What is the impact of corporate values in shaping its mission statement. Explain also how company integrates CSR activities into business strategy?
- Q.4. Discuss the responsibilities of corporates towards their employees? Suggest what ethical measures managers should take to prevent employee discrimination and female harassment at workplace?

- Q.5. What is the concept of an ethical corporation. Explain how Vedanta philosophy is relevant and helpful to managers in shaping the company in an ethical organization?

**Section-B**  
**(Short-Answer-Type Questions)**

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.

[4x8=32]

- Q.1. Differentiate between values and attitude.
- Q.2. How do Ethical Code help business organization?
- Q.3. What is utilitarianism and why it is useful for conducting stakeholder's analysis?
- Q.4. Explain major areas of pricing which are unethical and illegal.

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- Q.5. Give a brief account of deceptive marketing practices in Indian business.
- Q.6. What do you mean by workplace spirituality?
- Q.7. Write a short note on the concept of Total Ethical Management.
- Q.8. What is whistle blowing?

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