

**A-1129**

Total Pages : 3

Roll No. ....

**BBA (N)-503**

**Value and Ethics in Business**

Examination February, 2026

Time : 2:00 Hrs.

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 therein. *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.

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( 1 )

P.T.O.

1. What is Business Ethics ? Explain the concepts of values, morals, and ethics and clearly differentiate among them with suitable examples from business organizations.
2. Describe common ethical dilemmas faced by managers in organizations. Discuss the influence of organizational culture and leadership on moral reasoning and ethical choices.
3. Describe ethical concerns in financial management and investment decisions. Discuss ethical issues arising from technological advancement, digitalization, and data privacy.
4. Critically analyze the challenges in developing and sustaining ethical work culture in contemporary organizations.
5. Discuss the role of self-discipline and duty consciousness in managerial effectiveness. Critically justify the applicability of Karma Yoga in modern organizational contexts.

### **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.

1. Write briefly about Anchoring Bias and confirmation bias.
2. Describe major ethical issues related to employees and employers.
3. Describe the characteristics of a healthy work culture.
4. Write a short note on ethical theories in business.
5. Describe humanistic values in organizational context.
6. Describe the structure and functions of audit committee.
7. Discuss the role of CSR in sustainable development.
8. What is understand by the term ‘Greenwashing’ ? Write its inference in a corporate environment.

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