

**A-1387**

Total Pages : 3

Roll No. ....

**BBA-401**

**Bachelor of Business Administration (BBA)**

**Business Values and Ethics**

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 need for ethical behaviour in modern business organizations and discuss the objectives of business ethics.
2. Explain the concept of **Ethical Decision-Making**. Discuss the factors that influence ethical decisions taken by managers.
3. What is **Corporate Social Responsibility (CSR)** ? Explain the economic, legal, ethical, and philanthropic responsibilities of business.
4. Explain the concept of **Indian Ethos in Management**. Discuss the relevance of Indian values and philosophy in shaping ethical business practices.
5. What do you understand by **Ethical Dilemmas** ? Explain with suitable examples from business situations.

### **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. What is meant by Business Values ?

2. Explain the concept of Ethical Leadership.
3. What is deceptive advertising ?
4. Define Corporate Governance.
5. Explain the role of ethics in human resource management.
6. What is meant by environmental ethics in business ?
7. Write a short note on professional ethics.
8. Explain the concept of sustainability in business.

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