

**A-751**

Total Pages : 3

Roll No. ....

**BBA-401**

**Bachelor of Business Administration (BBA)**

**(Business Values and Ethics)**

4th Semester Examination, 2024 (June)

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.

**A-751/BBA-401 (1)**

P.T.O.

1. What is code of ethics ? How does it help business organizations ?
2. What is utilitarianism ? Why is utilitarianism useful in conducting stakeholders analysis ?
3. Discuss the relevance of Indian ethos for furthering business organizations . How Indian ethos are significant for our business to prosper ?
4. What is corporate governance ? Explain the impact of recommendations on corporate governance by Naresh Chandra committee.
5. What is socially responsible marketing ? Give a brief account of deceptive marketing practices in Indian Business ?

### **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. Distinction between ethics and values.
2. Trans cultural values in management.

3. Nature of a ethical corporation.
4. Relation between Vedanta and Management.
5. Whistle blowing.
6. Profit maximization vs. ethics in business.
7. Legal provisions for women welfare in India.
8. Workplace spirituality.

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