

A-0773

Total Pages : 3

Roll No.

BBA-401

Bachelor of Business Administration (BBA)

(Business Values and Ethics)

Examination, June 2025

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.

1. Define Ethics. List the types of Ethics. Discuss the significance of Ethics in business.
2. Discuss the various ethical issues that arise in marketing.
3. Define corporate social responsibility. What are the responsibilities of corporates towards society ?
4. What do you mean by total Ethical Management. Discuss the influence of Indian Ethos and values on managers for the Total Ethical Management of the company.
5. What is Whistle blowing ? Explain Whistle blowing as a specific example of Ethical dilemma.

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. Differentiate between Moral, Amoral and Immoral companies.
2. What is Code of Ethics ? How do you develop the Code of Ethics for the company.

3. “If the company is profitable, it is ethical.” Comment.
4. What is deceptive pricing ?
5. What are the major ethical issues in marketing practices.
6. What is Social Audit ? What are its benefits and limitations ?
7. What are the various responsibilities of a business towards employees ?
8. Write a note on the impact of changing value system of India on business.
