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Roll No.

BBA-602

**B. B. A. (SIXTH SEMESTER)
MID SEMESTER EXAMINATION, 2021
BUSINESS ETHICS AND VALUES**

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) Explain the impact of business policy and business strategy. 10 Marks (CO1)

OR

- (b) What are the causes of corruption ? How can economic offences affect a nation's economy ? 10 Marks (CO1)

2. (a) Discuss the role of CEO in defining ethics for an organization. 10 Marks (CO1)

OR

- (b) Discuss the need and importance of studying ethics. 10 Marks (CO1)

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(2)

3. (a) Explain the benefits of good corporate governance. 10 Marks (CO2)

OR

- (b) Explain the types of ethics and code of conduct in business in the wake of economic reforms. 10 Marks (CO2)

4. (a) What are the causes of unethical behavior in organizations ? 10 Marks (CO2)

OR

- (b) Describe any *two* examples of corporate scam that you know of. Analyze how it impacted the public sentiments.

10 Marks (CO2)

5. (a) Explain 'Whistle Blowing' narrating its advantages and disadvantages.

10 Marks (CO2)

OR

- (b) Explain ethical and social values vis-à-vis practices in contemporary advertising Diaspora. 10 Marks (CO2)