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Roll No.

BBA-602

B. B. A. (SIXTH SEMESTER)

END SEMESTER

EXAMINATION, June, 2023

BUSINESS ETHICS AND VALUES

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are **twenty**.

(iv) Each sub-question carries 10 marks.

1. (a) Briefly discuss the following : (CO1)

(i) Gita and Management

(ii) Latest efforts in India to incorporate ethical values in civic and business life

(iii) Ethics in Accounting practices

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(2) .

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- (b) Discuss the role of personal, family and social backgrounds in ethics. (CO1)
- (c) How Indian ethos are significant for our business to prosper ? (CO1)
- 2. (a) How do you define ethics in personal and professional sense ? Create a reflective essay describing your personal stance on ethics in health care. (CO1, CO2)
- (b) A company that follows code of ethics is a better company. How ? (CO1, CO2)
- (c) Explain bribery and its types. (CO1, CO2)
- 3. (a) Explain the difference between code of ethics and code of conduct. (CO1)
- (b) Explain the impact of ethics on business policy and ethical issues related to HR and Finance. (CO1)
- (c) What are internal ethics regarding promotion and in detail explain promotion component and promotion. (CO1)
- 4. (a) Discuss the role of CEO in creating ethical culture in company. (CO1)

(3)

- (b) Explain the importance of ethics in Human Resource, Finance and Marketing. (CO1)
- (c) Discuss Indian value system. Explain role of these value systems in Indian corporate houses ? (CO1)
- 5. (a) Explain social responsibility of business toward consumer, society, employees. (CO1, CO2)
- (b) Explain the principles of Business ethics. (CO1, CO2)
- (c) Write short note on discipline and factor considered in progressive decision policy. (CO1, CO2)

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