

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DEC.2014 – JAN.2015

Paper Code: BBA-301

Subject: Values and Ethics in Business

BBA(MOM)-301

BBA(TTM)-301

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 How do values determine behavior? How do the values of Indian managers differ from those in west? Which value system do you think is more effective in organizational context? **(15)**
- Q2 Why is teaching ethics becoming important in B-Schools? What steps the present day organizations are taking to promote ethical practices. Explain with example. **(15)**
- Q3 “Knowledge worker VS wisdom worker is a debatable topic”. Comment. For the position of MD in organization who would be a better choice of knowledge worker and wisdom worker. Support your answer with suitable examples. **(15)**
- Q4 Lord Krishna’s concept of karma yogi transcends time and place. How an you use this concept to become an effective manager. **(15)**
- Q5 “To grow one needs to transform” Critically comment on the statement. What are the processes and challenges encountered in transition? **(15)**
- Q6 (a) What are the prerequisites to create blue print for success? **(7.5)**
(b) Write an inspiring incidence from the life of a business guru you admire. **(7.5)**
- Q7 Why is corporate responsibility of business taking so much center stage these days? Give reasons which have led to this change. **(15)**
- Q8 Write short notes on the following:- **(7.5x2=15)**
(a) Consumer Protection Act
(b) Unethical issues in business