

END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER- 2017

Paper Code: BBA-301

Subject: Values & Ethics in Business

BBA (TTM)-301

BBA (MOM)-301

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.

- Q1 Answer **any five** of the following:- (5x5=25)
- (a) Business decisions ought to be value free comment.
 - (b) How values are formed? Explain the sources of values formation.
 - (c) Illustrate with suitable examples wisdom worker.
 - (d) Explain the concept of detached involvement.
 - (e) What do you mean by competitive success? Explain its principles.
 - (f) Discuss the need for code of Corporate Governance.
 - (g) Business organizations involved in marketing of fairness creams depict through their commercial that persons with fair skin colour are superior to these who are dark skinned. Evaluate this practice on ethical standards.
- Q2 Discuss why managers should be guided by moral reasoning and ethical standards than by economic reasoning and profit objectives while making decisions. (12.5)
- Q3 Explain the concepts of Dharma & Karma yoga and their relevance for decision making by managers within the organizational context. (12.5)
- Q4 Identify any one business leader whom you regard as most successful and narrate his/her success story highlighting the lessons to be learnt from it. (12.5)
- Q5 Explain the need, process and challenges of transformation. (12.5)
- Q6 Discuss the salient features of Consumer Protection Act, 1986. (12.5)
- Q7 Discuss why Corporate Social Responsibility is gaining greater significance in the present context. (12.5)
