



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester: **BBA VIth Semester**

Name of the Course: **Business Ethics and Values**

Course Code: **BBA-602**

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1.

(2X10=20 Marks)

- a. Elaborate on the importance of ethics and values in shaping organizational culture.
CO1
- b. Highlight the key ethical considerations in employee promotion and discipline. **CO3**
- c. Discuss the impact of ethics on business strategy and policy formulation.
CO1

Q2.

(2X10=20 Marks)

- a. Imagine a scenario where a company misleads consumers with exaggerated claims in its advertisements. Identify the ethical issues involved and suggest a plan for ethical communication strategy. **CO3**
- b. Examine the relationship between natural resource conservation and business sustainability. **CO4**
- c. Explain any four types of ethical issues in business with examples. **CO2**

Q3.

(2X10=20 Marks)

- a. Analyze the social responsibilities of businesses towards employees, vendors, and the government.
CO5
- b. Develop a framework for conducting a Social Responsibility Assessment for a mid-sized business. Explain how it can benefit shareholders and society. **CO5**
- c. How can a business ensure fair wages and job descriptions while staying competitive in the market?
CO3

Q4.

(2X10=20 Marks)

- a. What is the importance of a Social Audit? List its key components. **CO5**
- b. How can businesses maintain a balance between profit-making and environmental protection? Support with real-world examples. **CO4**
- c. Illustrate the impact of environmental ethics on modern business practices. How do businesses integrate natural and societal considerations into their strategic planning? **CO4**



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Q5.

(2X10=20 Marks)

- a. What is unfair discrimination in the workplace? How can organizations address this issue?
CO2
- b. Explain how Indian ethos and traditional values influence business ethics in India. **CO4**
- c. Explain the concepts of bribery, coercion, and deception in corporate settings. How can companies build systems to prevent these ethical violations? **CO2**