



**Term Evaluation (Even) Semester Examination March 2025**

Roll no.....

Name of the Course: Bachelor of Business Administration  
Semester: VI

Name of the Paper: Business Ethics and Values

Paper Code: BBA 602

Time: 1.5 hour

**Maximum Marks: 50**

**Note:**

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q.1.

a. Explain the role and importance of business ethics and values in business. How do they contribute to the long-term success of an organization? (CO 1) (10 Marks)

OR

b. Define business ethics and discuss how ethical practices impact business policy and business strategy. Provide suitable examples. (CO 2)

Q.2.

a. Examine the different types of ethical issues in business. How do bribery, coercion, and deception affect business operations and stakeholder trust? (CO 2) (10 Marks)

OR

b. What is the impact of bribery and corruption on business performance and reputation? Suggest measures to prevent bribery in business practices. (CO 5)

Q.3.

a. Critically analyze the role of the CEO in promoting and maintaining business ethics within an organization. What challenges might a CEO face in implementing ethical practices? (CO 3) (10 Marks)

OR

b. Analyze the role of leadership in fostering an ethical business culture. How can ethical leadership create a positive work environment? (CO 4)

Q.4.

a. Explain the Justice and Fairness approach to business ethics. How can businesses ensure justice and fairness in their operations? (CO 4) (10 Marks)

OR

b. How can organizations develop an ethical work culture? Discuss with examples. (CO 5)

Q.5.

a. Compare and contrast Profit Maximization and Social Responsibility. Should businesses prioritize one over the other? Justify your answer. (CO 3)

OR

b. Explain the ethical responsibilities of businesses towards different stakeholders such as employees, customers, and society. (CO 1)