

Roll No. ....

**BBA-107(N)**

**B. B. A. (First Semester)  
EXAMINATION, Dec., 2013**

(New Course)

Paper Seventh

**BUSINESS ETHICS**

*Time : Three Hours ]*

*[ Maximum Marks : 70*

**Note :** Attempt any *five* questions from Section A. Each question carries 10 marks. Question No. 8 of Section B is compulsory which carries 20 marks.

**Section – A**

1. Explain the concept and relevance of Corporate Social Responsibility with suitable examples. Is it needed for the society ?
2. Comment on Ethical Contradictions in Business. How do we solve it ?
3. Role of values in the globalised world. Explain.
4. Write down about value driven and value deficit business organisations of India.
5. Establish relationship between vision and mission of a business organisation and ethics.
6. Business as a trust. Explain with Gandhian philosophy.

**P. T. O.**

7. Hotel Taj was attacked by the terrorists, few year ago. No employee had left the floor. Every employee was on the duty. They helped in evacuation of their guests. Thirty four people died, seventeen of they were Taj employees. They completed the mission 'Atithi Devo Bhav' (अतिथि देवो भव), What was the role of values, which inspired the employees of Taj—Every body was a leader and in command to fight the terrorists ?

**Section – B**

8. Write short notes on any *four* of the following :
- (i) Sources of ethics
  - (ii) Moksha (Detachment)
  - (iii) Theory of Karma
  - (iv) Social Audit
  - (v) Indian Culture
  - (vi) Total Quality of mind