

Roll No.

BBA-107(N)

**B. B. A. (First Semester)
EXAMINATION, Dec, 2014**

(New Course)

Paper Seventh

BUSINESS ETHICS

Time : Three Hours]

[Maximum Marks : 70

Section—A

Note : Attempt all the *ten* questions. Each question carries 3 marks.

1. (a) Define Ethics and its relevance in modern business.
- (b) Write a note on sources of Ethics in India.
- (c) Principles of Trusteeship by M. K. Gandhi.
- (d) Why is social responsibility necessary for Indian Business ?
- (e) Salient features of social Audit.
- (f) Define sin as suggested by M. K. Gandhi.
- (g) How is quality ensured in Business ?

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(n) Define Mission statement and its importance in business.

(i) How a good balance can be maintained in between work and personal life ?

(j) Write various manifestations of culture and its utilities in work life.

Section—B

Note : Attempt any two questions. Each question carries 10 marks.

2. While formulating human resource for a organisation, what are the key issues which are considered ?

3. Attaining wealth or wealth maximization is the key behind any business. Suggest how ethical role is important as per the M. K. Gandhi.

4. Who are the stakeholders of a business organisation ? How can social responsibilities be maintained by BO ?

Section—C

Note : Attempt any two questions. Each question carries 10 marks.

5. How is a business organisation rated in term of value ? What are the ethical values that persist in Indian society ?

6. Organisation culture plays a very vital role in maintaining co-ordination among employees. Discuss how it works.

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7. Suggest how a business organisation can resolve the conflict that may arise in business ethics and wealth maximisation ?

8. TOM is gaining importance in modern business. So write how quality is maintained in each activity of business.

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