

Roll No. ....

**BBA-107(N)**

**B. B. A. (First Semester)  
EXAMINATION, Dec., 2012**

(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. Discuss various types of ethical issues regarding business. Give suitable examples also.
2. Discuss the role of business ethics in the socio-economic sector.
3. Distinguish between ethics and corporate social responsibility with the help of examples.
4. How important is business ethics in framing the strategy of an organization ? Discuss.
5. What do you know about Gandhian philosophy of wealth ? Evaluate the relevance of Gandhian economic philosophy in current business scenario.

6. Critically evaluate the Lord Krishna's definition of a true manager. "One who does his job, not for personal gain but for the sheer fulfilment of the task and the satisfaction which he derives".
7. "A business has a lot of responsibility to the community around its location and to the society at large." Comment. What do you understand by Social Audit ? Discuss.

**Section – B**

8. Write short notes on any *four* of the following :
  - (a) Right and Wrong in Business
  - (b) Values and Morals
  - (c) TQM
  - (d) Code of ethics
  - (e) Work-life balance
  - (f) Gandhiji's seven social sins