

Roll No. ....

**BBA-10 (Bachelor of Business Administration)**  
**Fourth Semester Examination- 2012**  
**Business Values and Ethics**  
**BBA-401**

**Time: 3 Hours**

**Maximum Marks: 60**

**Note:** This paper is of **sixty (60)** marks containing **three (03)** sections. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

**SECTION – A**  
**(Long-answer - type questions)**

**Note:** Section 'A' contains four (04) long-answer-type questions of fifteen (15) marks each. **Learners are required to answer two (02) questions only.** **(2\*15=30)**

1. Discuss Indian Value System. Explain the role of these value systems in Indian Corporate Houses.
2. Explain briefly various contemporary issues in ethics, which affect business.
3. What are the causes of corruption? How can economic offences affect a nation's economy?
4. Discuss globalization. What is the effect of cross-cultural management on business?

**SECTION – B**  
**(Short – answer – type questions)**

**Note:** Section 'B' contains eight (08) short- answer type questions of five (05) marks each. **Learners are required to answer four (04) questions only.** Answers of these questions must be restricted to two hundred fifty (250) words approximately. **(4\*5=20)**

**Briefly discuss any four (04) of the following;**

1. Utilitarianism and Ethics.

2. Management by values.
  3. Profit maximization Vs. Ethics.
  4. Gita and Management.
  5. Ethical Issues and Advertising.
  6. Corporate Governance.
  7. Ethics in accounting practices.
8. Latest efforts in India to incorporate ethical values in civic and business life.

**TION – C**  
**(Objective – type questions)**

**Note:** Section 'C' contains ten (10) objectives –type questions of one (01) mark each. *All the questions of this section are compulsory.*

**(1x10=10)**

**Provide one word or a few words as answer for the following:**

1. It refers to the judgment of right or wrong.
2. Many business practices are based on ethics and values. Name any one such practice.
3. Gita repeatedly refers to which type of work-habit?
4. Which is the supreme body in India to control unethical practices in advertising?
5. Entire value system in India is contained in one word. What is it?

**Indicate whether the following are 'true' or 'false'.**

6. Values change across cultures and nations.
7. Mission Statement refers to values of an organisation.

8. Firms following ethical practices do not have a good track-record of success.
9. Excessive govt. control on business leads to rise in unethical practices.
10. Concept of Total Quality Management (TQM) has nothing to do with ethical practices.