

END TERM EXAMINATION

FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER- 2017

Paper Code: BBA-301 BBA (TTM)-301 BBA (MOM)-301	Subject: Values & Ethics in Business
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Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 which is compulsory.

- Q1 Answer **any five** of the following:- (5x5=25)
- (a) Business decisions ought to be value free comment.
 - (b) How values are formed? Explain the sources of values formation.
 - (c) Illustrate with suitable examples wisdom worker.
 - (d) Explain the concept of detached involvement.
 - (e) What do you mean by competitive success? Explain its principles.
 - (f) Discuss the need for code of Corporate Governance.
 - (g) Business organizations involved in marketing of fairness creams depict through their commercial that persons with fair skin colour are superior to these who are dark skinned. Evaluate this practice on ethical standards.
- Q2 Discuss why managers should be guided by moral reasoning and ethical standards than by economic reasoning and profit objectives while making decisions. (12.5)
- Q3 Explain the concepts of Dharma & Karma yoga and their relevance for decision making by managers within the organizational context. (12.5)
- Q4 Identify any one business leader whom you regard as most successful and narrate his/her success story highlighting the lessons to be learnt from it. (12.5)
- Q5 Explain the need, process and challenges of transformation. (12.5)
- Q6 Discuss the salient features of Consumer Protection Act, 1986. (12.5)
- Q7 Discuss why Corporate Social Responsibility is gaining greater significance in the present context. (12.5)

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FIFTH SEMESTER [BBA] DEC.2014 – JAN.2015

Paper Code: BBA-301

Subject: Values and Ethics in Business

BBA(MOM)-301

BBA(TTM)-301

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 How do values determine behavior? How do the values of Indian managers differ from those in west? Which value system do you think is more effective in organizational context? (15)
- Q2 Why is teaching ethics becoming important in B-Schools? What steps the present day organizations are taking to promote ethical practices. Explain with example. (15)
- Q3 “Knowledge worker VS wisdom worker is a debatable topic”. Comment. For the position of MD in organization who would be a better choice of knowledge worker and wisdom worker. Support your answer with suitable examples. (15)
- Q4 Lord Krishna’s concept of karma yogi transcends time and place. How an you use this concept to become an effective manager. (15)
- Q5 “To grow one needs to transform” Critically comment on the statement. What are the processes and challenges encountered in transition? (15)
- Q6 (a) What are the prerequisites to create blue print for success? (7.5)
(b) Write an inspiring incidence from the life of a business guru you admire. (7.5)
- Q7 Why is corporate responsibility of business taking so much center stage these days? Give reasons which have led to this change. (15)
- Q8 Write short notes on the following:- (7.5x2=15)
(a) Consumer Protection Act
(b) Unethical issues in business

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FIFTH SEMESTER [BBA] DECEMBER-2015-JANUARY-2016

Paper Code: **BBA 301**
TTM-301
MOM-301

Subject: *Values & Ethics in Business*

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. What values a modern age manager can take from Vedanta, why do you think that Vedanta is as relevant in the current times as it was before. **(15)**
- Q2. How would you differentiate between Nishkam Karma and Sakam Karma? **(15)**
- Q3. What is the differentiator between wisdom and knowledge? Explain the concept of knowledge worker and wisdom worker. **(15)**
- Q4. What are the different sources of stress at the work place? What are the various strategies to manage that stress? **(15)**
- Q5. Differentiate between ethical and unethical behavior. Why is observance of ethics in business important? **(15)**
- Q6. Share the success story of a Business Guru. What in your opinion were the driving force for his/her success? **(15)**
- Q7. Explain the concept of Corporate Governance. Why is Corporate Governance becoming an important issue in business? **(15)**
- Q8. Critically examine CSR(Corporate Social Responsibility) activities of businesses these days. **(15)**

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FIFTH SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA/BBA(TTM)/BBA(MOM) 301 Subject: Values & Ethics of Business

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1. What do you understand by "Values"? How are Indian Values different and special for the management? (8+7=15)
- Q2. What is the relevance of Ethos of Vedanta knowledge in management? How can we utilize this in our corporate world? (8+7=15)
- Q3. What is the difference between the 'knowledge' and 'Wisdom'? How can we cultivate wisdom in our employees? (8+7=15)
- Q4. What is "Karama" Yoga? Discuss its various types? (8+7=15)
- Q5. What is "Success" and "Failure"? What are the principles of competitive success? (7+8=15)
- Q6. Why is there felt need for human transformation? How can we train people to transform? (7+8=15)
- Q7. What is "Quality of work life"? Who ensure this in the organizations?(7+8=15)
- Q8. Write short note : (5+5+5=15)
- a) Consumer Protection Act
 - b) Stress Management
 - c) Corporate Governance

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