

Roll No. :

Total No. of Questions : 7]

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UGP-307

B.B.A. (Part-II) Examination, 2021

Paper - BBA-204

(BUSINESS ETHICS AND CORPORATE GOVERNANCE)

Time : 1½ Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Attempt any *three* questions. Each question is to be attempted in **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) Define Ethics.
- (ii) Describe descriptive ethics.

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- (iii) Describe corporate social responsibility.
- (iv) Describe the German model of corporate governance.
- (v) What do you understand by surrogate advertising ?
- (vi) Write a short-note on Money Laundering.
- (vii) Describe importance of non-violence in today's era.
- (viii) Describe the concept of trusteeship.
- (ix) Differentiate between brain stalling and brain storming.
- (x) Explain the main features of total quality of management.

Section–B

2. What do you mean by deontology and how it is different from teleology ?
Explain.
3. Describe the various benefits of corporate social responsibility.
4. Discuss the various ethical issues related to marketing.
5. Explain the concept of Satyagrah. Discuss its different elements.
6. Explain the concept of Holistic Decision-Making.

Section–C

7. Describe the importance of Shrimad Bhagwat Gita in the present business world.