

Roll No. :

Total No. of Questions : 7]

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B.B.A. (Part-II) Examination, 2023

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Paper - BBA-204

Time : 3 Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

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

Section-C

(Mark : 20 × 1 = 20)

Note :- *One* question based on Case Study is compulsory and carries **20** marks.

Section-A

1. (i) What do you mean by Moral ?
- (ii) Define Ethical Dilemma.
- (iii) What is Cultural Relativism ?
- (iv) Define Empathy.
- (v) What is Spirituality ?

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- (vi) What is Brain Stilling ?
- (vii) What is Intuition ?
- (viii) Define Gandhiji's doctrine of Satya and Ahinsa.
- (ix) What is CSR ?
- (x) What is Whistle Blowing ?

Section-B

- 2. Explain ethical issues related with the following :
 - (i) Advertisement
 - (ii) Technology
- 3. How corporate social responsibility is important for industry and nation ?
- 4. Explain nature, scope and purpose of business ethics.
- 5. What is trusteeship in Business ? Explain the importance of trusteeship principle in modern business.
- 6. Explain the following :
 - (i) Intellectual relation brain Vs. Holistic spiritual brain.
 - (ii) Secular Vs. Spiritual values in management.

Section-C

- 7. (i) If ABC Ltd. is a toy manufacturing company, found of making toys of material which is dangerous for the kids. What can be legal and ethical implications ?
- (ii) Mr. X is ambitious marketing manager who is ready to compromise on ethics to make career and money in quick time. Can he be successful in the long-term ?