

NOVEMBER 2017

72212/MAM5R

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks).

Answer any TEN questions.

1. Define values.
2. What is business culture?
3. Write short note on policy.
4. State briefly about bribes.
5. What do you mean by deception?
6. Define wages.
7. Write short notes on "excellence at work".
8. Define self- introspection.
9. Write short notes on social obligation.
10. List out the personal values.
11. What are morals?
12. What is ethical dilemma in business.

III BBA - Business Ethics and Values

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the nature of business ethics.
14. Why business ethics is vital for the top level employees?
15. What do you mean by ethical decision?
16. Explain the importance of ethics to be followed in using employees.
17. Trace out the benefits of managing ethics in the organisation.
18. Explain the ethical practices in the point of view of mahabaratha.
19. Explain the ethical responsibility towards consumers and community.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. "Business ethics is now a management discipline"-comment on this statement.
21. Explain in detail about different types of ethical Issues.

22. Evaluate the necessary steps to be taken to reduce theft.
23. Discuss the various steps taken towards the environmental protection in India.
24. Highlight the major reasons for interest in corporate governance.