

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : SUMMER - 2019**  
**SUBJECT: BUSINESS ETHICS & PROFESSIONAL VALUES (MM)**

Day : Thursday  
Date : 16/05/2019

**S-2019-5028**

Time: 10.00 AM TO 1.00 PM  
Max. Marks: 70

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**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in the **SAME** answer books.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** Define Ethics. Discuss in detail the nature of ‘Values’ and ‘Ethics’. [14]
- Q.2** Elaborate on the Gandhian Approach to business behavior in the context of Indian business environment. [14]
- Q.3** List down the regulations towards maintaining Business Ethics in our country. [14]
- Q.4** Write a detailed note on Professional Values nurtured by Indian Business Houses. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) Corruption
  - b) Building a Good Society
  - c) Scams

**SECTION – II**

- Q.6** Discuss various legislations which are available to safeguard Copyrights and Intellectual Property Rights in India. [14]
- Q.7** Explore the transmission of Asian Value System across the world. [14]
- Q.8** Examine the prevalence or absence of Ethics in the field of Marketing and Advertising. [14]

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