

S.D.E.

B.B.A. (2006 COURSE) SEM- IV : SUMMER - 2018

SUBJECT : BASICS OF CORPORATE GOVERNANCE AND BUSINESS ETHICS

Day : **Saturday**
Date : **02/06/2018**

S-2018-4305

Time : **10.00 AM TO 1.00 PM**
Max. Marks : 80

N. B. :

- 1) Attempt **ANY FIVE** questions from section - **I**. Each question carries **10** marks.
 - 2) Attempt **ANY TWO** questions from section - **II**. Each question carries **15** marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer books.
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SECTION - I

- Q. 1** What are the fundamentals for a successful ethical decision making and state its importance for the society. **(10)**
- Q. 2** Discuss various philosophical foundations of business ethics with appropriate examples.
- Q. 3** How does the government and legislation help in enforcing ethical business practices? **(10)**
- Q. 4** Discuss ethics in finance with suitable examples. **(10)**
- Q. 5** Define CSR and the arguments for, against CSR. **(10)**
- Q. 6** How business ethics can help in sustainable development? **(10)**
- Q. 7** Write short notes on **ANY TWO** of the following: **(10)**
- a) Distributive justice
 - b) Globalization and Ethics
 - c) Values and business

SECTION - II

- Q. 8** Human resource development must incorporate both values and skills in its programme of training and development. Discuss the need for such a programme. **(15)**
- Q. 9** Assume you are a manager of company producing pesticides and fertilizers. Due to use of these products there is pollution of land and water. As a manager how will you solve this problem ethically? **(15)**
- Q.10** During the transmission of a television programme you find number of advertisements in between the programme. As a Marketing Manager justify your role ethically towards viewers and state what you would avoid in your advertisements. **(15)**

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