

S.D.E.
B.B.A. (2006 Course) Sem- IV : WINTER - 2018
SUBJECT :BASICS OF CORPORATE GOVERNANCE AND BUSINESS ETHICS

Day : Monday
Date : 10/12/2018

W-2018-4462

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 on **SEPARATE** answer book.
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SECTION – I

- Q.1** What do you mean by ethics? Explain various ethical issues involved in decision making.
- Q.2** Write a detailed note on the philosophical foundation of Business Ethics.
- Q.3** Explain in detail the concept of Universalism Theory of business ethics.
- Q.4** Discuss in detail the role of government in the field of enforcing ethics in business.
- Q.5** Explain the ethics to be followed in the field of Finance.
- Q.6** How a manager should inculcate the value based behaviour amongst the employees of the organization.
- Q.7** Write Short notes on **ANY TWO**:
- a) Ethics in Marketing
 - b) Sustainable environment
 - c) Business Ethics and Profits

SECTION – II

- Q.8** Do you feel a regulatory body to control the unethical practice is required? Express your views on the issue.
- Q.9** List down 10 things your College or University does to encourage ethical behaviour by students. Make your own assumptions.
- Q.10** ‘Senior Management is responsible for formulating sustainable developmental strategies for an organization.’ Comment.

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