

S.D.E.

**M.B.A. Sem-III (2013 Course) : WINTER - 2018**  
**SUBJECT: BUSINESS ETHICS AND PROFESSIONAL VALUES**  
**(MARKETING MANAGEMENT)**

Day : Saturday  
Date : 08/12/2018

**W-2018-4560**

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

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**N.B.:**

- 1) Attempt any **FOUR** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Figures to the **RIGHT** indicate full marks.
  - 3) Both the sections should be written in the **SAME** answer books.
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**SECTION-I**

- Q.1** Explain any two theories related to socio-ethical systems and trusteeship. (10)
- Q.2** Examine the dimension of 'Accountability' from all perspectives, as an extension of ethical practices. (10)
- Q.3** Comment upon the crises arising out of excessive government controls and related regulatory measures. (10)
- Q.4** "The convergence of different cultures in an organization may give rise to various issues in cross-cultural management pertaining to values and ethics." Justify. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Insider trading
  - b) Intellectual property rights
  - c) Economic offences
  - d) Adult system for ethical behaviour.

**SECTION-II**

- Q.6** The objective of any business is to make profit whereas 'Ethics' deals with right or wrong. Thus business and ethics contradict each other. Do you agree? Justify. (15)
- Q.7** Discuss in detail the concepts related to Gandhian, Jain and Islamic approaches to business behaviour with suitable examples. (15)
- Q.8** Explain the origin and growth of business practices in India. What are the forces responsible for change in norms and standards of ethical and professional values in modern business? (15)

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