

**Subject : Business Ethics & Professional Values**

Day : Saturday  
Date : 04/06/2016



Time : 10.00 AM TO 1.00 PM  
Max Marks : 70 Total Pages : 1

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**N.B.:**

- 1) Attempt any **FOUR** 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 **SAME** answer book.
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**SECTION-I**

- Q.1** What do you understand by ethics and values? Discuss in detail the ethical practices to be followed in various spheres of an organization. (10)
- Q.2** Explain in your own words the theories related to trusteeship and socio-ethical systems. (10)
- Q.3** Discuss the accountability of a business towards its employees, consumers and the society in general. (10)
- Q.4** What is the impact of globalization on business ethics and professional values? (10)
- Q.5** Write short notes on (any **TWO**): (10)
- a) Morality Vs Legality
  - b) Intellectual Property Rights
  - c) Gandhian approach to business behaviour

**SECTION-II**

- Q.6** Enlist and explain any three cases of unethical practices in advertising, currently being broadcast/ telecast. (15)
- Q.7** Many –a –time we talk at length about the Indian value - system. Enlist and explain any 10 value - systems that business houses must follow in order to adhere to ethical practices. (15)
- Q.8** ‘Business is related to making profit, whereas ethics deals with right or wrong’. In this sense, can we say ‘business’ and ‘ethics’ are not be related? Give suitable reasoning. (15)

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