

**Subject : Business Ethics & Professional Values**

Day : Thursday  
Date : 08/12/2016



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** Discuss the concept of profit and its relationship with business. (10)
- Q.2** It is the moral responsibility of every organization to protect the interests of its employees, shareholders and consumers. Do you agree? Justify. (10)
- Q.3** Advertisement is a source of reaching the consumers. What all ethical codes must be followed by an advertiser in the process of reaching the consumer? (10)
- Q.4** Discuss the Indian perspective of values and its transmission across the world. (10)
- Q.5** Write short notes on (any **TWO**): (10)
- a) Impact of excessive Government controls
  - b) Gender bias in organizations
  - c) – Ethics and values

**SECTION-II**

- Q.6** It is famously said that ‘Marketing is the ability to sell a refrigerator to an Eskimo!’ Identify and enlist some of the unethical practices in this vital function of management. Give suitable illustrations. (15)
- Q.7** Discuss any two cases – Indian or global, involving infringement (violation) of Intellectual Property Rights. (15)
- Q.8** Explain the relevance of Business Ethics in the modern world of materialism. (15)

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