

(Please write your Exam Roll No.)

Exam Roll No. 0261471

# END TERM EXAMINATION

FIFTH SEMESTER [BBA/BBA(TTM)] DECEMBER-2008

Paper Code: BBA/BBA(TTM) 301  
Paper Id-17301  
50301

Subject: Values & Ethics in Business  
(Batch:2004-2006)  
(Batch: 2004-2006)

Time : 3 Hours

Maximum Marks :75

Note: Answer six questions in all including Q. No. 1 which is compulsory.

- Q1. Explain the conceptual meaning of the following: (5x3 =15)
- (a) Morality
  - (b) Hierarchism
  - (c) Consumerism
  - (d) Knowledge
  - (e) "Karma"
- Q2. Discuss the relevance of value system in an Organization and explain how value system is developed in an organization. (12)
- Q3. What are the main elements of business ethics management? Discuss the extent to which the contemporary Indian Corporations have focused on this area making use of a suitable example. (12)
- Q4. Explain triple- bottom line philosophy and discuss the reasons behind many MNC's and Big Indian Corporates Operating in India and else where increasingly adopting TBL philosophy. (12)
- Q5. Critically examine the existing legal frame work for consumer protection in India. (12)
- Q6. What do you understand by "transformation"? Why is it needed and what are the challenges that confront any transformation effort? (12)
- Q7. Compare and contrast knowledge worker with Wisdom worker. Whom do you prefer to enhance the effectiveness of organization and why? (12)
- Q8. Write short note on any three of the following: (3x4 = 12)
- (a) Quality of work life.
  - (b) Stress Management
  - (c) Nishkam Karma & Sakam Karma
  - (d) Corporate Governance