

# END TERM EXAMINATION

FIFTH SEMESTER [BBA] DEC.2014 – JAN.2015

**Paper Code: BBA-301**

**Subject: Values and Ethics in Business**

**BBA(MOM)-301**

**BBA(TTM)-301**

**Time: 3 Hours**

**Maximum Marks: 75**

**Note: Attempt any five questions.**

- Q1 How do values determine behavior? How do the values of Indian managers differ from those in west? Which value system do you think is more effective in organizational context? **(15)**
- Q2 Why is teaching ethics becoming important in B-Schools? What steps the present day organizations are taking to promote ethical practices. Explain with example. **(15)**
- Q3 “Knowledge worker VS wisdom worker is a debatable topic”. Comment. For the position of MD in organization who would be a better choice of knowledge worker and wisdom worker. Support your answer with suitable examples. **(15)**
- Q4 Lord Krishna’s concept of karma yogi transcends time and place. How an you use this concept to become an effective manager. **(15)**
- Q5 “To grow one needs to transform” Critically comment on the statement. What are the processes and challenges encountered in transition? **(15)**
- Q6 (a) What are the prerequisites to create blue print for success? **(7.5)**  
(b) Write an inspiring incidence from the life of a business guru you admire. **(7.5)**
- Q7 Why is corporate responsibility of business taking so much center stage these days? Give reasons which have led to this change. **(15)**
- Q8 Write short notes on the following:- **(7.5x2=15)**  
(a) Consumer Protection Act  
(b) Unethical issues in business