

Total No. of Questions : 3]

SEAT No. :

P-1937

[Total No. of Pages : 3

[6035]-403

S.Y. B.B.A. (IB)

403 : BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) A) Multiple Choice Questions:

[5×1=5]

- i) Good Advertising refers to _____ advertising.
 - a) Honor
 - b) convinient
 - c) Surrogate
 - d) Influencer
- ii) Ethics is branch of _____
 - a) Philosophy
 - b) Economics
 - c) History
 - d) Science
- iii) Echics dervied from
 - a) US
 - b) Greek
 - c) Latin
 - d) None of above
- iv) _____ is standardized mark jewellery.
 - a) ISI
 - b) Agmark
 - c) Hallmark
 - d) CERC
- v) Business development depend on _____ growth.
 - a) Personal
 - b) Community
 - c) Business
 - d) None

P.T.O.

- B) Match the column [5 × 1 = 5]
- | <u>Group A</u> | <u>Group B</u> |
|----------------------------|----------------------------|
| i) CO ₂ | a) CFC Gas |
| ii) Air condition | b) Economic Development |
| iii) Taxes | c) Types of value |
| iv) Terminal value | d) Brundt land report |
| v) Sustainable development | e) Environment degradation |
- C) Answer in 1 sentence : [5 × 1 = 5]
- i) CSR stand for what?
 - ii) Which committee founded in India for Corporate Governance.
 - iii) What type of justice exists if employee being honest in work?
 - iv) Sustainability means what?
 - v) When environment protection Act came?
- D) Answer in fill the blanks: [5 × 1 = 5]
- i) _____ reflect person's sense of right & wrong.
 - ii) 3 C's of Business Ethics is _____
 - iii) OSH stand for _____
 - iv) Collective Bargening is _____ process.
 - v) Safeguard right to life is under _____ article of constitution.
- Q2) Answer any 3 out of 5. [3 × 10 = 30]**
- a) Explain type of responsibilities.
 - b) Explain environmental ethics.
 - c) Explain Role of responsibilities of organization towards Government & Society.
 - d) Explain Government policies against illegal business practices.
 - e) Explain consumer & it's type in detail.

Q3) Short Notes (Any 4 out of 6) :

[4 × 5 = 20]

- a) Air (Preventive and control of population) Act 1981.
- b) Stages in Ecological sustainable organization.
- c) Feature of whistle Blower Act.
- d) Resone behind ethical problem in business.
- e) Ethics in contemporary business.
- f) 3 C's of business ethics.

