

MAR-APR 2023

Total No. of Questions : 5]

SEAT No. :

P-3786

[Total No. of Pages : 2

[6025]-72

S. Y. M. B. A.

**402 : GC-15: INDIAN ETHOS AND BUSINESS ETHICS
(2019 Pattern) (Semester - IV)**



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carry equal marks.

Q1) Solve any five :

[10]

- a) Define the term Ethics.
- b) Define the term Human Values.
- c) Define the term IPR (Intellectual Property Rights).
- d) Define the term Transactional leader.
- e) Define the term Action (Karma Yoga).
- f) Define the term E-Marketing.
- g) Define the term 'Accountability'.
- h) Define the term 'Absolutism'.

Q2) Solve any two :

[10]

- a) Write a note on approaches to Business Ethics.
- b) Write a note on Triguna Theory.
- c) Distinguish between Eastern Management & Western Management.

Q3) Solve any one :

[10]

- a) Explain the Kohlberg's Moral Cognitive Development Theory.

OR

- b) Discuss management lessons from Mahabharata.

P.T.O.

Q4) Solve any one :

[10]

a) Delineate the Ethical approach towards the area of marketing and International Business with suitable examples.

OR

b) Discuss the ethical issues of social media with relevant examples.

Q5) Solve any one :

[10]

a) Evaluate the concept of Corporate Social Responsibility with suitable examples.

OR

b) Identify and List Out Various Contribution of Kautilya's Arthshastra in Ethical Governance.

