

Total No. of Questions : 5]

SEAT No. :

**PB4504**

**[6201]-402**

[Total No. of Pages :2

**S.Y.M.B.A.**

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

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Attempt all the questions.*
- 2) *All Questions carry equal marks.*
- 3) *Figures to the right indicate full marks.*

**Q1) Attempt any five of the following:**

**[5×2=10]**

- a) Define Indian Ethos.
- b) What is Theory K?
- c) What is PLUS Model?
- d) Define the concept Values
- e) What do you mean by intellectual property Rights?
- f) What is STEP Model?
- g) What is OSHA Model?

**Q2) Answer any two of the following:**

**[2×5=10]**

- a) Describe VEDA model.
- b) Explain the framework for ethical decision making
- c) Explain Chris Moon's Ethical Fitness: a Four step workout Model.

**P.T.O.**

**Q3) a) Describe in detail Laws of Karma. [10]**

OR

b) Interpret the framework of Ethical decision making. Discuss ethical dilemmas in below mentioned functional areas - HRM, Finance & Marketing.

**Q4) a) Discuss infringement, misappropriation & enforcement of IPR. [10]**

OR

b) Discuss the Consequentialist & Non - Consequentialist Theories of Ethics.

**Q5) a) Summarize the (moral rules) duties as explained in the Deontological theory [10]**

OR

b) Explain Corporate Rishi Model. Give 3 examples of ethical leaders from current times & explain why they can be termed as Corporate Rishis.

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