

MP-402 (Old) / 105

June - Examination 2016

Master of Business Administration - I Year Examination

Business Ethics

Paper - MP-402 (Old) / 105

Time : 3 Hours]

[Max. Marks :- 80

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

8 × 2 = 16

(Very Short Answer Questions)

Note: Answer **all** questions within 30 words each.

- 1) Define the following:
 - (i) Advertising ethics
 - (ii) Karma
 - (iii) Corporate citizenship
 - (iv) Indian people wisdom
 - (v) Value system
 - (vi) One Indian Management Model
 - (vii) Leadership
 - (viii) Ethics

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions within 200 words each.

- 2) Explain business ethics in detail and relevant examples.
- 3) Corporate governance is important for organizations. Discuss.
- 4) Write a short note on ancient scriptures in management.
- 5) What do you mean by the term people's wisdom for management.
- 6) Marketing ethics build a strong image for the organization in long term. Explain.
- 7) Write a note on financial ethics.
- 8) Discuss organizational character and competence.
- 9) Elucidate on Indian Management models.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions within 500 words of each.

- 10) What is corporate social responsibility? Why organizations should adopt CSR.
- 11) Write an essay on Bhagwad Geeta and Modern Management.
- 12) Discuss ethics in Human Resource Management.
- 13) Examine the Gandhian Management thought in today's contexts.