

**MP-402(Old)/MP-105**

December - Examination 2019

**Master of Business Administration - I Year  
Examination****Business Ethics****Paper - MP-402(Old)/MP-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. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

1. Explain the following terms within 30 words each :
  - i. Business Ethics
  - ii. Corporate Governance
  - iii. Work Ethics
  - iv. Corporate Citizenship
  - v. Self Development
  - vi. Organizational Character
  - vii. Marketing Malpractices
  - viii. Folklore

**Section - B****4 × 8 = 32****(Short Answer Questions)**

**Note:** Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

2. What are the core principles of Corporate Governance?
3. Discuss the drivers for Corporate Social Responsibilities in India.
4. Examine the basic teachings of Bhagwad Geeta for a Manager.
5. Discuss the foundations of Indian Ethos for Management.
6. Examine important ethics for Financial Services.
7. Enumerate important ethics in Advertising.
8. Discuss the essentials of Gandhian Thought on Leadership.
9. Examine ethical issues in Human Resource Management.

**Section - C****2 × 16 = 32****(Long Answer Questions)**

**Note:** Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

10. How do Yoga, Meditation and Consciousness studies help in managing the Self? Explain.
11. Examine the mandatory requisites for developing an Index for organization character.
12. What is holistic development? Elaborate the Indian perspective for holistic development.
13. Examine the role of Advertising Standards Council of India for controlling unethical advertising.