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MP-105/MP-402(Old)

December – Examination 2020

**Master of Business Administration
(Ist Year) Examination**

Business Ethics

Paper : MP-105/MP-402(Old)

Time : 2 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per given instructions.

Section–A

8×2=16

(Very Short Answer Type Questions)

Note :- Answer all questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 2 marks.

1. Explain the following terms within 30 words each :

(i) Business Ethics

(ii) Corporate Governance

- (iii) Corporate Citizenship
- (iv) Self Development
- (v) Organizational Character
- (vi) Financial Ethics
- (vii) Marketing Malpractices
- (viii) Insider Trading.

Section–B **4×16=64**

(Short Answer Type Questions)

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

2. Discuss the core principles of corporate governance.
3. Discuss the Indian Model of social responsibilities of Business.
4. Discuss the basics teachings of Bhagwad Geeta for Management.
5. Enumerate important Advertising Ethics.
6. Examine the sources of values of ancient scriptures.

7. Discuss the concept of holistic development.
8. Discuss the essentials of ethics in human resource management.
9. Discuss the theory of trusteeship given by Mahatma Gandhi.