

11. Can Mahabharata provide management professional some lessons which they can use to manage their corporations efficiently and effectively ?
12. What are the various types of Ethics and what are their implications for the business world ?
13. What is unethical advertising ? What is the role of Advertising Standards Council of India (ASCI) in controlling unethical advertising ?

MP-105/MP-402 (Old)

June – Examination 2024

Master of Business Administration (Ist Year) Examination

BUSINESS ETHICS

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

Time : 3 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the 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. (i) What do you mean by Business Ethics ?

- (ii) What do you mean by “Good Corporate Governance” ?
- (iii) What do you mean by Holistic Development ?
- (iv) Write any *two* Work Ethics ?
- (v) What do you mean by Indian Ethos ?
- (vi) Write *two* managerial insights from Gandhi.
- (vii) Write any *two* importance of Yoga.
- (viii) Explain the concept of Sarvodaya.

Section-B

4×8=32

(Short Answer Type Questions)

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

- 2. Explain the importance of Business Ethics in present era.
- 3. Write an essay on Corporate Governance in India.
- 4. Discuss the various managerial insights gained from Mahabharata. How these insights can be used for managing the new age corporations effectively ?

- 5. What is the meaning of Leadership ? Explain the various leadership styles.
- 6. What do you mean by Business Ethics ? What is the relevance of ethics in advertising ?
- 7. How does ethics play an important role in managing human resources ? Explain.
- 8. What is Level Playing Field ? What are the factors affecting it ?
- 9. Explain the concept of competence mapping ? Why competence is necessary for employees to work efficiently in organization ? Explain.

Section-C

2×16=32

(Long Answer Type Questions)

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

- 10. What do you mean by Corporate Social Responsibility ? Explain the various approaches to Corporate Social Responsibility.