

MP-402(Old)/MP-105

June - 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) Holistic Development
 - (ii) Code of Ethics
 - (iii) Folklore
 - (iv) Panchkosha Model
 - (v) Dharma
 - (vi) Corporate Governance

(vii) Marketing Ethics

(viii) Insider Trading

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) Elucidate the significance of Business Ethics.
- 3) Discuss the Indian Model of Corporate Governance.
- 4) Discuss the Managerial Wisdom of Lord Krishna.
- 5) How can managerial effectiveness be enhanced through the teachings of Bhagwad Geeta?
- 6) Discuss important Indian ethos useful for today's business.
- 7) How does Yoga help in resolving managerial problems?
- 8) Discuss various types of competencies needed in an Organisation.
- 9) Discuss the essentials of Gandhian Leadership.

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) Discuss various Managerial insights gained from Mahabharata which can be used in modern corporations.
 - 11) Elaborate the Gandhian Thought for managing business.
 - 12) Highlight the ethical practices for marketing in India.
 - 13) Examine the Indian model of Management.
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