
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



Programme Name-BBA-Fourth Semester

Programme Code-BBA -12

Course Name- Business Values and Ethics

Course Code-BBA401

Maximum Marks-40

Session -2014-15,Summer

Last Date of Submission: 15 July, 2015

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Characteristics of values.
2. Business ethics
3. Corporate governance
4. Corporate Social Responsibility
5. Ethos
6. Intellectual Property Rights
7. Impact of cross-cultural management
8. Business objective of profit maximisation in the context of ethics?

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.

1. Discuss Indian value systems. Explain the role of value system in Indian corporate houses.
2. Discuss the ethical responsibilities of business towards the customers.
3. What is corruption? What are the causes of corruption? How is corruption anti-poor?
4. Is there any relationship between ethics and morality? Discuss the main principles of business ethics.