

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****BBA Fourth Semester***

*Last date of Submission-15<sup>th</sup> June, 2012*

**Programme Code-BBA****Course Code:BBA -401****Course Name-Business Values and Ethics****Maximum Marks-40****Session: 2011-12 (Summer)****Section-A**

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

Briefly discuss the following-

1. Virtue theory of Ethics
2. Utilitarianism
3. Corporate Social Responsibility
4. Whistle blowing
5. Corporate Governance
6. Insider Trading
7. Ethical Advertising
8. Indian Ethos for Business

**Section-B**

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

1. Discuss Indian Value System? Explain the role of value systems in Indian Corporate?
2. Do you agree that professional management is the antithesis of family management?
3. What do you understand by Utilitarianism? Discuss the applications of utilitarian ideals in business.
4. Discuss Globalisation and its advantages. Also discuss the applications of utilitarian ideals in business.