



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-BBA-Fourth Semester

Programme Code-BBA-12

Course Name- Business Values and Ethics

Course Code-BBA401

Maximum Marks-40

Session -2015-16, Summer

Last Date of Submission: 15th May, 2016

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.

Discuss the following (1-8) –

1. Indian Values and Changing Value systems.
2. Nature of Ethics
3. Virtue Theory
4. Profit Maximisation *vis-a-vis* Ethics
5. Vedanta and Managers
6. Role of Chief Executive Officer (CEO) in Corporate Governance
7. Ethical responsibility of Business towards employees
8. Ethical Issues in Marketing

Section-B

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

1. Is there any relationship between business-ethics and morality? Discuss the main principles of business ethics.

2. Describe the various dimensions of understanding the term 'Value'. Also discuss the different types of values.
3. How Indian ethos are significant for our business to prosper? Briefly discuss the relevance of Indian ethos to our future organizations.
4. 'Corporate governance problems develop over time naturally, because managers have control and shareholders have ownership'. Explain this statement

