



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-BBA-Fourth Semester

Programme Code-BBA-12

Course Name- Business Values and Ethics

Course Code-BBA-401

Maximum Marks-40

Session -2016-17, Summer

Last Date of Submission: 31 May, 2017

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. Values in context of business.
2. Culture and management.
3. Virtue Theory.
4. Relationship between Vedanta and Management.
5. Need for Corporate Governance.
6. Ethical Issues regarding Product Safety and Quality.
7. Corporate disclosure.
8. Management of Diversity.

Section-B

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

1. Discuss the concept, nature and scope of values and ethics. Further elaborate the concept of corporate values.
2. Discuss the ethical responsibilities of business towards the customers.
3. What is the relationship between culture and management? Discuss the issues related to cross – cultural management and globalization.
4. Write an analytical note on the forces leading to changes in norms and standards of ethical and professional values.