



**I Semester Master in Business Administration Examination, August 2011**  
**BUSINESS ETHICS AND VALUES**

Time : 3 Hours

Max. Marks : 75

**Instructions :** 1) *All questions of Section A are compulsory. Each question carries 5 marks.*

2) *Out of Eight questions of Section B, attempt any five questions. Each question carries 10 marks.*

3) *Clearly mark Question Number, Section A and Section B in the Answer Sheet while attempting the questions.*

**SECTION – A**

**(5×5=25)**

1. Explain various approaches to ethics. Discuss relationship between social culture and individual ethics.
2. Write short notes on :
  - i) Characteristics of business ethics
  - ii) Ethics have a cultural part to play intime the corporate environmental decision making process.
3. Discuss two theories of motivation which you are familiar.
4. Explain the ways to accomplish objective of increased profitability through improved management ethics.
5. Write short note on :
  - i) Restructuring and lay off
  - ii) Wage empowerment of the weakest.



SECTION – B

(10×5=50)

6. What are values ? Explain significance types and managerial values.
  7. Discuss how ethical individual behavior of a person is affected by the ethics of his organization and his work place. How should leader create an ethical climate in the organization ?
  8. Briefly discuss the reasons for the managers need to improve ethical decision making. What is business ethics ?
  9. Why to use ethical codes ? Explain.
  10. Discuss briefly the relation between law and ethics what is the role of the Government of India in enforcing ethical business behavior ?
  11. Explain the various HR ethical issues briefly discuss ethics in marketing.
  12. Discuss :
    - i) Pricing as a process of ethical practice
    - ii) Advertising as a process of competitive strategy (within the meaning of ethical practice)
  13. Write short notes on :
    - i) Ethical issues relating to finance and accounting
    - ii) Ethics in globe business.
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