

4M6401

Roll No. _____

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M. B. A. IV Sem. (Main / Back) Exam., April - May 2017
M – 401 Business Ethics and Ethos

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) *The question paper is divided in two sections.*
- (ii) *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is compulsory.*
- (iii) *All questions carry equal marks.*

1. NIL

2. NIL

SECTION – A

Q.1 What do you mean by Ethics? Explain its importance and moral standards. [4+10=14]

Q.2 “CSR is about giving back to society.” Explain & describe why modern managers are concerned more about CSR. [5+9=14]

Q.3 What are the main Indian values and Ethos? How they help in modern business environment? [7+7=14]

Q.4 Write short notes on the following:

(a) Ethical issues related with technology [7]

(b) Secular versus spiritual values in management. [7]

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[120]

Q.5 Write a detailed essay on Gandhiji's doctrine of Satya and Ahimsa. [14]

Q.6 Discuss the models of -

(a) Satva, Rajas and Tamas Guna Model [7]

(b) Nishkarma karmayoga [7]

SECTION – B

Case – Study

Q.7 (a) Explain ethical teachings in Gita and their application in business. [7]

(b) Explain the role of media in developing and promoting ethical behavior in society. [7]