

S.No. : 363

BCOM 2406

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37823

Roll
No.

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B. Com. (Honours) Examination 2021-22

(Even Semester)

BUSINESS ETHICS

Time : Three Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION - A

1. Attempt all parts of the following : $8 \times 1 = 8$

- (a) Define business ethics.
- (b) Write two factors influencing behaviour.
- (c) List four rights of consumer.
- (d) Define corporate social responsibility.
- (e) Write one difference between knowledge and wisdom.

[P. T. O.

- (f) Define the term 'Karama'.
- (g) What do you mean by the term 'Success'?
- (h) List any two factors responsible for ethical change in business.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$

- (a) Explain the nature of business ethics. Mention the characteristics needed for a decision to be ethical.
- (b) Elaborate various unethical sales and marketing practices often used by companies to increase sales.
- (c) What do you mean by Transformation. Explain various challenges of transformation faced by the business organisation.
- (d) How is knowledge management different from wisdom management? Elaborate.

SECTION – C

Note :- Attempt all questions. Attempt any two parts from each questions. $5 \times 8 = 40$

3. (a) How do you decide on an ethical course of action during business decision making? Explain with suitable example.
- (b) What do you mean by term 'values'? How does the values and ethics help business organisation.
- (c) What are major ethical issues that business faces today? Discuss them with suitable example.
4. (a) What is Corporate Governance? Do you think better governance practices boost corporate performance? Give illustrations.
- (b) Discuss in detail, CSR as a business strategy for sustainable development.
- (c) Explain with suitable examples, how Indian consumers are exploited?
5. (a) Define the term progress. Discuss various functions of progress.
- (b) Discuss in detail, the success and its various principles for competitive success.
- (c) Discuss in detail the process of transformation.

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6. (a) What benefits are associated with knowledge based management and wisdom based management? Discuss.
- (b) What are 4 A's of stress management? Discuss various stress management techniques.
- (c) Explain the concept of TQM. Also elaborate various principles of TQM (Total Quality Management).
