



DG/DHRM

SP - 135

P.G.D.B.A. /D.H.R.M./D.M.M./D.H.A. Examination, October 2018
MANAGEMENT

Paper - 3 : Business Ethics/Human Values

Time : 3 Hours

Max. Marks : 100

Instruction : Answer all Sections.

SECTION - A

1. Answer any 10 of the following sub-questions. Each sub-question carries 2 marks : (10×2=20)
- Define ethics.
 - What is utilitarianism ?
 - What is religion ?
 - Give the meaning of creative accounting.
 - What is collectivism ?
 - What are computer crimes ?
 - What is hacking ?
 - Name the unethical practices in finance.
 - What is moral autonomy ?
 - What is financial integrity ?
 - What is corporate crime ?
 - Define CSR.

SECTION - B

Answer any 5 questions. Each question carries 7 marks : (5×7=35)

- Briefly explain the benefits of business ethics.
- Write a note on religion and ethics.
- Explain the circumstances where a marketing manager can face dilemma in marketing with suitable examples.

P.T.O.

