



JD - 130

P.G.D.B.A./D.H.R.M./D.M.M. Examination, July 2016

MANAGEMENT

Paper - 3 : Business Ethics/Human Values
(Common to PG DBA/DHRM/DMM/DHA)

Time : 3 Hours

Max. Marks : 100

SECTION - A

Answer any ten questions. Each question carries 2 marks.

(10x2=20)

1. a) What are human values ?
- b) Distinguish values from ethics and culture.
- c) What is integrity ?
- d) What is service learning ?
- e) Mention some civic virtues.
- f) What do you mean by hacking ?
- g) What is software piracy ?
- h) Define consumerism.
- i) Give the meaning of cognitivism.
- j) What is deceptive advertisements ?
- k) Give the meaning of tax evasion.
- l) Write the four faces of social responsibility.

SECTION - B

Answer any five questions. Each question carries 7 marks.

(5x7=35)

2. Explain how ethics is an integral part of business.
3. Explain the concept of corporate code of conduct.
4. Critically evaluate the relationship between business and religion and religion and ethics.

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5. Discuss the need for ethics in performance appraisal.
6. Explain the ethics to be followed in the advertisement of a product.
7. Discuss various principles of ethics and its implications in modern business world.
8. Explain the role of consumerism in reducing common deceptive marketing practices.
9. What is the significance of ethical conduct in selection process ?

SECTION - C

Answer any three questions. Each question carries 15 marks.

(3x15=45)

10. Why should business be socially responsible ? Discuss.
 11. Explain the financial implications of corporate social responsibility.
 12. How does corporate social responsibility contribute towards social development ? Explain with Indian corporate as case.
 13. Write short notes on :
 - a) Insider trading
 - b) Ethical investment.
 - c) Ethics in finance.
 14. Briefly explain the provisions of Information Technology Act 2000 dealing with cyber laws.
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