

BACKLOG

Total No. of Questions : 5]

SEAT No. : 1120

PB-2151

[Total No. of Pages : 2

[6201]-4002

M.B.A.

402 - GC - 15 : Indian Ethos and Business Ethics  
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each questions carries equal marks.
- 3) Each question has internal choices.

Q1) Define any five :

[10]

- a) Define the term Ethics?
- b) VEDA Model.
- c) IPR [Define the term Interactual Property Rights).
- d) Social Media.
- e) Human values.
- f) Define the term 'Absolutism'.
- g) Define the term E - Marketing.
- h) Define the term Corporate Social Responsibility (CSR).

Q2) Solve any two :

[2 × 5 = 10]

- a) Discuss and Differentiate between Eastern Management & Western Management.
- b) Comment on Natural resources Depletion and sustainable development.
- c) Write a note on Triguna Theory.

Q3) Solve any one :

[10]

- a) Discuss management lessons from Mahabharata.
- b) "Kautilya's Arthashastra is a rich source of wisdom for business leaders"  
Explain with suitable examples.

P.T.O

Q4) a) Analyse the essence of Business Ethics and highlight various types of Business Ethics. [10]

OR

b) Delineate the Ethical approach towards the area of marketing and International Business with suitable examples.

Q5) a) Discuss the process of Ethical Decision - making. Elaborate the models of Ethical decision making process. [10]

OR

b) Discuss the five major ethical issues experienced by the managers with relevant examples.





Total No. of Questions : 5]

P-7968

SEAT No. :

[Total No. of Pages : 2

[6118]-64

M.B.A.

**(402) : GC - 15 : INDIAN ETHOS & BUSINESS ETHICS  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Each question has internal options.*

**Q1) Define any five :**

**[5 × 2 = 10]**

- a) Ethics
- b) Values
- c) IPR
- d) CSR
- e) Elhos
- f) Corporate Strategy
- g) Triguna concept
- h) Utilitarianism

**Q2) Answer Any two :**

**[2 × 5 = 10]**

- a) Differentiate between Eastern Management VS. Western management.
- b) Discuss any five management lessons should be learnt from the Ramayana.
- c) Describe leadership pointers of Kautilya's Arthashastra.

**Q3) a) Explain any five management lessons that should be learnt from the Ramayana. [10]**

**OR**

- b) What do you mean by depletion of natural resources? Explain causes of depletion of natural resources and also solutions of it.

**P.T.O.**



[6118]-42

M.B.A.

Backlog

Q4) a) What is leadership. Discuss Veda model of leadership with suitable examples. [10]

OR

b) What do you mean by Moral development? Explain Kohlberg Theory of six stage moral development in depth.

Q5) a) Define Business Ethics. How it is important for the long term growth of business. Explain it with suitable example. [10]

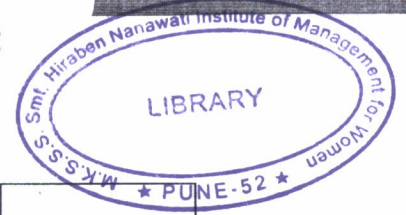
OR

b) Explain the importance of Triguna theory with the help of Triguna influence on personality and OSHA model for self awareness.

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July 23



Total No. of Questions : 5]

SEAT No. :

P-3786

[Total No. of Pages : 2

[6025]-72

S.Y. M.B.A.

**402 : GC-15:INDIAN ETHOS AND BUSINESS ETHICS  
(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carry equal marks.*

**Q1) Solve any five :**

**[10]**

- a) Define the term Ethics.
- b) Define the term Human Values.
- c) Define the term IPR (Intellectual Property Rights).
- d) Define the term Transactional leader.
- e) Define the term Action (Karma Yōga).
- f) Define the term E-Marketing.
- g) Define the term 'Accountability'.
- h) Define the term 'Absolutism'.

**Q2) Solve any two :**

**[10]**

- a) Write a note on approaches to Business Ethics.
- b) Write a note on Triguna Theory.
- c) Distinguish between Eastern Management & Western Management.

**Q3) Solve any one :**

**[10]**

- a) Explain the Kohlberg's Moral Cognitive Development Theory.
- OR
- b) Discuss management lessons from Mahabharata.

**P.T.O.**

Q4) Solve any one :

[10]

- a) Delineate the Ethical approach towards the area of marketing and International Business with suitable examples.

OR

- b) Discuss the ethical issues of social media with relevant examples.

Q5) Solve any one :

[10]

- a) Evaluate the concept of Corporate Social Responsibility with suitable examples.

OR

- b) Identify and List Out Various Contribution of Kautilya's Arthshastra in Ethical Governance.



29 Aug 22

Total No. of Questions : 5]

P6900

[5860]-402

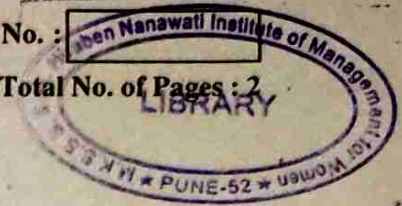
Second Year M.B.A.

(402) GC-15 : INDIAN ETHOS AND BUSINESS ETHICS

(2019 Pattern) (Semester - IV)

SEAT No. :

[Total No. of Pages : 2]



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries equal marks.
- 3) Each question has internal choices.

Q1) Define any five :

[5 × 2 = 10]

- a) Trans-cultural human values.
- b) VEDA model.
- c) Corporate Social Responsibility (CSR).
- d) Human values.
- e) Corporate Rishi Model.
- f) Value -Based Management.
- g) Corporate Strategy.
- h) Intellectual Property Rights.

Q2) Define any two/Solve any two :

[2 × 5 = 10]

- a) What is 'value system'? Discuss value system with suitable example.
- b) Comment on Natural resource Depletion and Sustainable development.
- c) Relate any five management lessons derived from Indian Heritage scriptures with current management scenario.

P.T.O.

- Q3)** a) Interpret the importance of business ethics at work place with suitable examples. [10]

OR

- b) Discuss laws of karma with suitable examples.

- Q4)** a) What is leadership? Discuss various aspects of leadership as per Kautilya's Arthshastra. [10]

OR

- b) Demonstrate various approaches to the Business ethics with suitable examples.

- Q5)** a) Evaluate the value-based management in global business acumen. [10]

OR

- b) Discuss the process of ethical Decision-making. Elaborate the models of Ethical Decision making process.

