

Total No. of Questions : 5]

PC3060

[6380]-4002

S.Y.M.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Attempt all the questions.
- 2) All Questions carry equal marks.
- 3) Figures to the right indicate full marks.

Q1) Attempt any five of the following:

[5×2=10]

- a) Which are the three gunas according to Triguna theory?
- b) List the Indian heritage scriptures which have given management lessons.
- c) Productivity in an Indian ethos in management is _____
 - i) Output centric
 - ii) People centric
 - iii) Profit centric
 - iv) Input centric
- d) Atmospheric issues include all of the following except _____
 - i) Water quantity
 - ii) Air pollution
 - iii) Global warming
 - iv) Acid Rain
- e) Define- Ethical Audit.
- f) Define - Corporate Rishi Model.
- g) Define- Intellectual Property Rights.

Q2) Answer any two of the following:

[2×5=10]

- a) Describe OSHA model.
- b) Explain the factors influencing Business Ethics.
- c) Discuss the Concept of Indian Model of Management within the Indian socio-political environment.

P.T.O.

Q3) a) Discuss intellectual property rights (IPR) and WTO agreement. [10]

OR

b) List out management lessons from 'Mahabharata'. [10]

Q4) a) Explain the ethics of International Businesses. Explain to the global business community issues of ethics. [10]

OR

b) What do you understand by 'Conflict of Interest'? Explain, giving examples from business situations. [10]

Q5) a) Critically examine the concept of corporate social responsibility (CSR) in contemporary business environments. Discuss strategies for effectively integrating CSR into corporate strategies to maximize its positive impact. [10]

OR

b) Compare the outcomes achieved by companies that prioritize value-based management with those that solely focus on traditional financial metrics, highlighting the advantages and disadvantages of each approach to responding to global change and uncertainty. [10]



Total No. of Questions : 5]

PB4504

[6201]-402

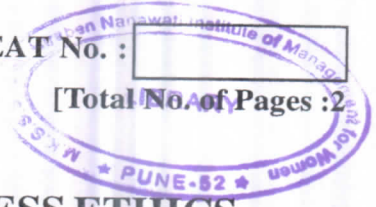
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402 - GC - 15 : INDIAN ETHOS & BUSINESS ETHICS

(Revised 2019 Pattern) (Semester - IV)

SEAT No. :

[Total No. of Pages : 2]



Time : 2½ Hours]

[Max. Marks : 50]

Instructions to the candidates:

- 1) Attempt all the questions.
- 2) All Questions carry equal marks.
- 3) Figures to the right indicate full marks.

Q1) Attempt any five of the following:

[5×2=10]

- a) Define Indian Ethos.
- b) What is Theory K?
- c) What is PLUS Model?
- d) Define the concept Values
- e) What do you mean by intellectual property Rights?
- f) What is STEP Model?
- g) What is OSHA Model?

Q2) Answer any two of the following:

[2×5=10]

- a) Describe VEDA model.
- b) Explain the framework for ethical decision making
- c) Explain Chris Moon's Ethical Fitness: a Four step workout Model.

P.T.O.

Q3) a) Describe in detail Laws of Karma.

[10]

OR

- b) Interpret the framework of Ethical decision making. Discuss ethical dilemmas in below mentioned functional areas - HRM, Finance & Marketing.

Q4) a) Discuss infringement, misappropriation & enforcement of IPR. [10]

OR

- b) Discuss the Consequentialist & Non - Consequentialist Theories of Ethics.

Q5) a) Summarize the (moral rules) duties as explained in the Deontological theory. [10]

OR

- b) Explain Corporate Rishi Model. Give 3 examples of ethical leaders from current times & explain why they can be termed as Corporate Rishis.