END TERM EXAMINATION
FIFTH SEMESTER [BBA] DECEMBER-2011

Paper Code: BBA/BBA(TTM)/BBA(MOM)301
Subject: Values & Ethics in Business

Time: 3 Hours
Maximum Marks: 75

Note: Attempt any six questions including Q.no.1 which is compulsory.

Q1 Answer any three of the following:-(5x3=15)
(a) Define Corporate Governance.
(b) How stress management is related to employees' satisfaction?
(c) What is ethical decision making process?
(d) What are the principles of competitive success?

Q2 What are key aspects of total quality management? Why an appropriate system of recognition and reward is critical for any company's quality management? (12)

Q3 How can the government check unethical practices in advertising? What are some examples of unethical advertising? (12)

Q4 Do you think that values are important in management in today's competitive world? Discuss the importance and types of values. (12)

Q5 What are key causes of stress at work in modern world? What are the distressing techniques followed by companies? (12)

Q6 Which is more important “Corporate Social Responsibility” or “Company's Profitability” with explanation? What is the present status of corporate social responsibility in India? (12)

Q7 Explain the difference with Knowledge Management and Wisdom Management. Which is more relevant in today's business environment? (12)

Q8 What is Transformational Leadership? Why it is important for the success of an organization? Give an example. (12)