

Roll No.

DD-999

Bachelor of Business Administration
(Sixth Semester) EXAMINATION, 2020
BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

(130)

Time : Three Hours

Maximum Marks : 90

Minimum Pass Marks : 32

Note : Attempt all the *five* questions. All questions carry equal marks.

1. What do you understand by the term 'Business Ethics' ? Explain briefly its importance.

Or

What do you mean by the term belief ? Differentiate between belief and attitude.

2. What is social responsibility of business ? Explain the tools of social responsibility.

Or

Write short notes on the following :

- (a) Dimensions of social responsibility
- (b) Social Responsiveness

P. T. O.

3. What is the role of ethics in management ? How ethics is related in designing enterprise mission ?

Or

What do you understand by the term 'Code of Ethics' ?
How is it implemented in an organization ?

4. Explain briefly the concept of social audit with its merits and demerits.

Or

Describe the need and features of social audit.

5. Explain briefly the social responsibility of Indian businessman towards shareholders and consumers.

Or

Describe the social responsibilities of Indian businessman towards the government.