

F010103T(A)

**B. B. A. (First Semester)
EXAMINATION, 2022-23**

o (NEP)

BUSINESS ETHICS AND GOVERNANCE

Time : One Hour] [Maximum Marks : $37\frac{1}{2}$

Note : This paper consists of two Sections A and B. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 3 marks, maximum 150 words each.

1. (A) Define values.

- (B) Why are morals and norms so important for business ethics ?
- (C) Explain the scope of business ethics.
- (D) What are the benefits of Total Quality Management (TQM) ?
- (E) What is meant by whistle blowing ?
- (F) What is meant by Corporate Governance ?
- (G) What is 'deceptive pricing' ?

Section—B

(Long Answer Type Questions)

Note : This section contains four questions from which *one* question is to be answered as long question. Each question carries $16\frac{1}{2}$ marks, maximum 500 words each.

2. Explain briefly the benefits of good corporate governance.

Or

3. Explain the seven sins prescribed by Gandhiji.

[3]

Or

4. Do you think celebrity advertisements mislead public ? Justify your answer.

Or

5. Which factors are responsible for poor works culture ? What steps should be taken to improve work culture ?