



Name :

Roll No. :

Invigilator's Signature :

CS/MBA(N)/SEM-1(FT)/MB-107/2011-12

2011

INDIAN SOCIAL STRUCTURE, VALUES AND ETHICS

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
- i) Ethics deals with only for they have been endowed with the freedom of choice.
 - a) Living entity
 - b) human being
 - c) animates
 - d) mammals.
 - ii) Rising occupation of age-old inhabitants in a particular location for setting up industries in an ethical
 - a) disturbance
 - b) dilemma
 - c) question
 - d) conception.
 - iii) Objective of ethics is a diagnostic tool; it establishes moral standards and norms.
 - a) Subjective
 - b) Behavioural
 - c) Causal
 - d) Diagnostic.



- iv) The term stakeholder refers to
- a) shareholders
 - b) employees
 - c) customers
 - d) all of these.
- v) Ethics in business refers to
- a) profit maximisation
 - b) certain specific business policies
 - c) certain codes of conduct in the businesses
 - d) a holistic approach in business activities.
- vi) In marketing which of the following is unethical practice ?
- a) hoarding of goods
 - b) non-disclosure of hidden costs
 - c) deceptive advertising
 - d) using discounts for sales promotion.
- vii) Benchmarking, employee involvement and continuous improvement are ingredients of
- a) ethical value system
 - b) TQM
 - c) corporate governance
 - d) universalism
- viii) Cause of insurgency is
- a) Break-down of law and order
 - b) Corruption
 - c) Unemployment
 - d) All of these.



- ix) The membership of caste is determined by
- Society
 - Birth
 - Achievement
 - None of these.
- x) Who along with Karl Marx had written 'Communist Manifesto' ?
- Max Weber
 - Frederick Engels
 - Max Planck
 - V. I. Lenin.
- xi) The language 'Alchiki' is spoken by
- Todas
 - Mundas
 - Bhils
 - Santhals.
- xii) TQM is
- Total Quality Management
 - Total Quality Matching
 - Total Quality Manifestation
 - Total Quality Magic.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What is work ethics ? What role does it play in organisational effectiveness ?
3. Are ethics and values related ? Why or why not ?
4. Poverty is the root cause of all social problems in India. Explain.
5. What is crime ? What are the salient features of crime in contemporary society ?
6. What are the constitutional rights and safeguards provided to minorities in India ?



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Bring out fully the meaning and concept of Corporate Social Responsibility with special emphasis on environmental protection, fair trade practices, social welfare and community development activities. $3 + 12$
8. What is Corporate Governance ? State the objectives of Corporate Governance. How does Corporate Governance lead to Corporate Excellence ? $4 + 6 + 5$
9. a) How has Indian society changed with industrialisation ? Discuss its pros and cons.
- b) What is whistle blowing ? What are the types of whistle blowing ? $9 + 6$
10. Define Ethics and Values. State the role of ethics in achieving Corporate Excellence. Are age-old Indian values and ethics still applicable in today's business world ? Substantiate your answer with evidences from contemporary Indian corporate arena. $4 + 4 + 2 + 5$
11. Write short notes on any *three* of the following : 3×5
- a) Population Explosion
 - b) Narcotics and Drug Addiction
 - c) Project Affected People
 - d) Role of NGOs
 - e) Child labour.
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