



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA /SEM-2 (PT) /MB-107/2013**

**2013**

**ISS, VALUES AND ETHICS IN BUSINESS**

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) Jawahar Rojgar Yojona was started in
    - a) 1990
    - b) 1989
    - c) 1986
    - d) 1995.
  - ii) Values arranged in a hierarchical manner constitute
    - a) Aesthetic value
    - b) Value system
    - c) Values across culture
    - d) Terminal value.
  - iii) Social mobility is a phenomenon observed in
    - a) Class system
    - b) Caste system
    - c) All of these.
    - d) None of these.
  - iv) 'Whistle Blowing' is
    - a) making railway travel safer
    - b) making public the immoral or illegal activity of some employer or organisation
    - c) an ethical code of an organisation
    - d) none of these.





**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. Discuss the need and rationale for an organisation to take up Corporate Social Responsibility initiatives.
3. Give an overview of the concept of value and value system. How does terminal values differ from instrumental values ?
4. Do you subscribe to the view that marginalised and weaker sections of the society should be adequately supported and empowered ?
5. Discuss the interrelationship between Law and Ethics.
6. Examine the need for incorporating ethical practices in business and management.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. Paint a picture of the demographic profile of Indian society with suitable facts and information.
8. a) Discuss the strategies for building sound organizational culture in an MNC.  
b) What do you mean by Community Development ?

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9. Suggest suitable remedies to deal with the following socio-economic problems :

- (i) Child labour
- (ii) Alcoholism
- (iii) Narcotic addiction
- (iv) Malnutrition
- (v) Terrorism.

10. a) Why is caring for the customer a critical business concern ?

b) Discuss the practices that need to be adopted for performing fair trade.

11. Write short notes on any *three* of the following : 3 × 5

- a) Whistle blowing
  - b) Simple living, high thinking
  - c) Quality of Life
  - d) Non-violence
  - e) Values Across Culture.
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