

(60,65 & A-3g) Seat No.: _____

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SARDAR PATEL UNIVERSITY
T. Y. B.B.A. (V) (HOSPITALITY MANAGEMENT)(4 YEARS) EXAMINATION
2016 CBCS REGULAR
SATURDAY 19TH NOVEMBER 2016
BUSINESS ETHICS-UM05EBBH01/T01

TIME: 02:00 PM TO 04:00 PM

TOTAL MARKS: 60

Q.1. What do you understand by the term Ethics and Morals? Discuss in detail need and benefits of Business Ethics. [15]

OR

Q.1 (A) Elaborate the principles of Business Ethics. [8]

(B) Outline the Ethical issues in Corporate Governance. [7]

Q.2 What are Natural resources? Discuss the conservation of natural resources. [15]

OR

Q.2 (A) Explain Air pollution and Land pollution. [8]

(B) Write in brief regarding Ecological ethics and Eco-friendly Business Practices. [7]

Q.3. What do you understand by the term work place ethics? Discuss factors influencing ethical behavior at work ethical issue. [15]

OR

Q.3. (A) Explain the importance of ethical behavior at work place. [8]

(B) Discuss the guidelines for managing ethics in the work place. [7]

Q.4 What is the relation between Ethics and Marketing? What is the importance of behaving ethically in marketing. [15]

OR

Q.4 Discuss the following: [15]

- a) Potential Conflicts
- b) Creating ethical environment
- c) Reasons for unethical behaviour