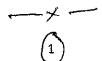
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SARDAR PATEL UNIVERSITY T. Y. B.B.A. (V) (HOSPITALITY MANAGEMENT)(4 YEARS) EXAMINATION 2016 CBCS REGULAR SATURDAY 19TH NOVEMBER 2016 BUSINESS ETHICS-UM05EBBH01/T01

	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