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SEAT No. \_\_\_\_\_

No. of Printed Pages : 1

Sardar Patel University  
BBA (ISM) V Semester Examination  
Wednesday, 24<sup>th</sup> October 2018  
Time: 10:00 A.M. to 12:00 P.M.  
UM05EBBS02: Business Ethics

Total Marks: 60

Q.1 What is Business Ethics? Discuss in detail characteristics of business ethics. (15)

OR

Q.1 Discuss in detail principles & benefits of business ethics. (15)

Q.2 What is Professional ethics? Examine the ethics of sales & marketing. (15)

OR

Q.2 (A) Discuss in brief ethics of knowledge and skill. (08)

(B) Discuss in detail about Business ethics in India. (07)

Q.3 What is Social Responsibility? Discuss in brief responsibilities towards different groups. (15)

OR

Q.3 Discuss in detail arguments for and against of SRB. (15)

Q.4 (A) Discuss in detail traits of ethical leader. (08)

(B) Examine in detail about the ethical theories. (07)

OR

Q.4 What is ethical leadership? Discuss in detail normative theories of business ethics. (15)

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