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

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**B.B.A.(General)(Second Semester) EXAMINATION**  
**WEDNESDAY, 27th March, 2019.**  
**02.00 p.m. to 04.00 p.m.**  
**BUSINESS ETHICS (UB02CBBA23)**

Total Marks: 60

- NOTES- 1. Figures to the right indicate full marks of each question.  
2. Answer should be precise and to the point.

- 1(a) What is Ethics and Business Ethics? Discuss the need of Business Ethics in Business World. 8  
(b) Write note on: " Principles of Business Ethics." 7  
OR  
1(a) What do you mean by Ethics? Explain the Benefits of Business Ethics. 8  
(b) Narrate the Ethical Issues in Corporate Governance. 7  
2(a) What is Pollution and Resource Depletion? Discuss the Eco-friendly Business Practices in India. 8  
(b) Write note on: " Air Pollution and Land Pollution." 7  
OR  
2 What do you mean by Environmental Ethics? Narrate the Role of Companies for Conservation of Natural Resources. 15  
3 What do you mean by Workplace Ethics? Discuss the factors those are influencing Ethical Behavior at Work. 15  
OR  
3(a) Why Ethical Behaviour is more important at Workplace? Discuss. 8  
(b) Discuss the various types of Ethical issues at Work Place. 7  
4 What is Ethics in Accounting and Finance? Discuss Ethical Issues involved in Accounting and Finance. 15  
OR  
4 "Ethical Behavior should be practiced by Marketing Executives because it is morally correct, simple and beautiful in Concept." Discuss. 15

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