

DH-438

M.B.A. (FT) IIIrd Semester Examination, 2014-15

Business Ethics and LSR

Paper - CP-303

Time : 3 Hours]

[Maximum Marks : 80

Section - 'A'

Short Answer Type Questions 4×8=32

Note :- Answer any **four** questions. All question carries equal marks.

1. Define the term Business Organisation and briefly discuss the functional areas of business.
2. Define Promotion State the important steps in company promotion.
3. What do you mean by Business Ethics ? What factors do influence Business Ethics ?
4. What are corruption and bribery ? Explain with suitable examples.
5. Explain in brief company code. How do you develop codes of Ethics ?
6. Define corporate social responsibility. What are the characteristics ?
7. Explain the techniques of managing diversity.
8. Describe the concept of Ethical Dilemma.

SECTION - 'B'

Long Answer Type Questions 16×3=48

Note :- Attempt any **three** question. All question carries equal marks.

9. 'A joint stock company an improvement over other terms of business organisation". Do you agree with this statement ? If so, give reasons. If not, why ?
10. What is meant by Intellectual Property Rights ? Discuss the objects and scope of intellectual property right.
11. "Business is a corporate activity whose very existence requires ethical behaviour." Comment.
12. Define Copyright. Also explain the procedure for registration and tutorials of copyright.
13. Write an essay on "Indianism and Indian Management."