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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: V - THEORY EXAMINATION (2024 - 2025)

Subject: Business Ethics

Time: 2.5 Hours

Max. Marks: 60

General Instructions:*IMP: Verify that you have received the question paper with the correct course, code, branch etc.**1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2. Maximum marks for each question are indicated on right -hand side of each question.**3. Illustrate your answers with neat sketches wherever necessary.**4. Assume suitable data if necessary.**5. Preferably, write the answers in sequential order.**6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.***SECTION-A**

15

1. Attempt all parts:-

1-a. Select the best definition of values in the context of business ethics.(CO1, K1)

1

- (a) Rules that govern the marketplace
- (b) Principles that guide individual or group behavior
- (c) Strategies to maximize profits
- (d) Standards for consumer expectations

1-b. Identify the characteristic of ethical behavior in a business environment. (CO2, K2)

1

- (a) Misrepresentation of facts
- (b) Transparency and fairness
- (c) Ignoring stakeholder concerns
- (d) Exploitation of resources

1-c. _____ is a key function of progress. (CO3, K1)

1

- (a) Stagnation
- (b) Decline in performance
- (c) Improvement and development
- (d) Ending tasks

1-d. _____ is the key difference between knowledge and wisdom. (CO4, K2)

1

- (a) Knowledge is facts, while wisdom is the ability to apply them
- (b) Wisdom is acquired only in schools

- (c) Knowledge is emotional intelligence
- (d) Wisdom is about knowing facts
- 1-e. The difference between Nishkaam Karma and Sakaam Karma is: (CO5, K4) 1
 - (a) Nishkaam Karma focuses on action without desire for rewards, while Sakaam Karma is action driven by personal gain
 - (b) Both focus on achieving personal satisfaction
 - (c) Nishkaam Karma promotes inactivity, while Sakaam Karma involves active work
 - (d) Sakaam Karma avoids any form of attachment, unlike Nishkaam Karma

2. Attempt all parts:-

- 2.a. Identify two major types of values. (CO1, K2) 2
- 2.b. Suggest a principle to ensure fairness in advertising campaigns. (CO2, K2) 2
- 2.c. Outline the primary challenges of managing transformation in organizations. (CO3, K1) 2
- 2.d. Examine the role of knowledge workers in an organization. (CO4, K4) 2
- 2.e. Define an ethical dilemma. (CO5, K1) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Explain how values influence individual behavior. (CO1, K2) 5
- 3-b. Explain the decision-making framework with the help of a diagram (CO2, K2) 5
- 3-c. Assess the approach to managing organizational transformation in large companies, illustrating with an example. (CO3, K5) 5
- 3-d. Explore the role of reflective practices in transforming knowledge into wisdom. (CO4, K1) 5
- 3.e. Justify the relevance of Nishkaam Karma in building an ethical workplace. (CO5, K5) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Discuss the key principles of business ethics. Explain any four. (CO1, K2) 6
- 4-b. Design a training program to promote ethical behavior among employees. (CO1, K6) 6

5. Answer any one of the following:-

- 5-a. Explain how corporate social responsibility (CSR) differs from business ethics. (CO2, K4) 6
- 5-b. Apply an ethical decision-making framework to resolve a conflict between cost-cutting and employee well-being. (CO2, K4) 6

6. Answer any one of the following:-

- 6-a. Analyze the importance of defining progress and results to achieve organizational goals. (CO3, K4) 6

- 6-b. Assess the impact of ethical leadership on achieving organizational success. (CO4, K4) 6
7. Answer any one of the following:-
- 7-a. Demonstrate how an organization can benefit from balancing knowledge workers and wisdom workers. (CO4, K6) 6
- 7-b. Assess how knowledge management systems can facilitate better decision-making in an organization. (CO4, K5) 6
8. Answer any one of the following:-
- 8-a. Assess the significance of balancing work and life in improving productivity. (CO5, K5) 6
- 8-b. Formulate an ethical code of conduct for an organization. (CO5, K6) 6

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