

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) - SEMESTER– V • EXAMINATION – SUMMER 2016**

**Subject Code: 4150504**

**Date: 07/05/2016**

**Subject Name: Business Ethics**

**Time: 02.30 pm to 05.30 pm**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What do you mean by Ethics? Explain importance of ethics in business. **07**  
(b) “Business Ethics are moral principles that guide the way business behave.” – **07**  
Discuss the statement & explain the nature of ethics.
- Q.2** (a) Discuss the role of ethics in controlling the environment pollution. **07**  
(b) Discuss various types of environmental issues & its mechanism. **07**
- OR**
- (b) Explain whistle blowing in detail with its current issues. **07**
- Q.3** (a) Explain ethical leadership & discuss characteristics of an ethical leader. **07**  
(b) Discuss ethical issues in Human Resource Management with some practical **07**  
examples.
- OR**
- Q.3** (a) Define corporate social responsibility. Why business organizations should go **07**  
with CSR practices?  
(b) Discuss the law & enforcement to create ethical organization. **07**
- Q.4** (a) Why creative accounting is necessary now-a-days? Discuss with some practical **07**  
examples.  
(b) Explain any one theory of ethics in detail. **07**
- OR**
- Q.4** (a) What do you mean by consumer protection? How consumer can be protected? **07**  
(b) What are the ethical responsibilities of a marketing person? **07**
- Q.5** (a) What do you mean by ethical dilemma? Discuss the ethical dilemma at **07**  
workplace?  
(b) What are the various methods for solving ethical dilemma? **07**
- OR**
- Q.5** (a) How attitude and beliefs helps in ethical decision making? **07**  
(b) Discuss workers rights & duties in an ethical organization? **07**

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