

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (Integrated) – SEMESTER – 2 • EXAMINATION – WINTER - 2018

Subject Code: 2527105

Date : 29/12/2018

Subject Name: Human Values & Business Ethics (HVBE)

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)** Write a short on basic human aspirations. Explain with suitable examples. **07**
(b) What do you mean by Anthropology? Discuss various types of Anthropologies. **07**
- Q.2 (a)** Discuss in detail the harmony with self and harmony with body. **07**
(b) Discuss the process of value education through self exploration. **07**
- OR**
- (b)** Write a note on universal human values. Give suitable examples. **07**
- Q.3 (a)** How can you explain co-existence of human beings with their surroundings? **07**
(b) Write a short note on utilitarianism. Discuss various features of this theory. **07**
How does utilitarianism differ from a simple ethical decision?
- OR**
- Q.3 (a)** Write a note on : **07**
(A) Holistic alternative towards universal human order
(B) Ethical human conduct.
(b) Write a short note on moral reasoning and moral responsibility. **07**
- Q.4 (a)** What are current issues faced by professional ethics? List any five unethical practices in today's business and what are the methods to stop/reduce it. **07**
(b) Write a short note on environment ethics. Discuss the features, importance with suitable examples. **07**
- OR**
- Q.4 (a)** Discuss in detail the ethics of consumer protection. **07**
(b) Write a short note on marketing ethics. **07**
- Q.5 (a)** Write a short note on corporate social responsibility. **07**
(b) What do you understand by Swatva, Swatantrata and Swarajya. How can you achieve swatva and then move from swatva to swatantrata to swarajya. **07**
- OR**
- Q.5 (a)** List any seven issues around job discrimination. What can you do to stop it? **07**
(b) List some suggestions to make value education more effective in current scenario (present world). **07**
