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. How does utilitarianism differ from a simple ethical decision?	**07**
		OR	
Q.3	**(a)**	Write a note on : (A) Holistic alternative towards universal human order (B) Ethical human conduct.	**07**
	(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 swantantrata 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**

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