

Roll No.

12752

**MBA 2 Yr. 4th Semester New Scheme
2019-20**

Examination – May, 2023

CSR AND BUSINESS ETHICS

Paper : 20IMG24C2

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All questions of **Section – A** are **compulsory**. Attempt **four** questions from **Section – B** selecting at least **one** question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following : 2 × 8 = 16
- (a) What do you understand by 'Yogah Kramashu Kaushalam' ?
 - (b) Define Sadhana.
 - (c) What is 'Nishkaam Karma' ?

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- (d) Define human values.
- (e) Define human co-operation as per Indian ethos.
- (f) Define *Karma*.
- (g) What is '*Uphayan Sanskaram*' ?
- (h) What do you mean by mind and heart purification ?

SECTION – B

UNIT – I

2. "Every religion on the land of India have their own scriptures, textbooks, spiritual lineage, historical teachings." In this preview, write about the various sources of Indian ethos in management.
3. Write short notes on :
 - (a) Basic idea of '*Blurat*'.
 - (b) Differentiate between Indian Management and Western Management.

UNIT – II

4. Discuss about the holistic approach to personality. How the understanding of holistic approach to personality can develop the complete managerial personality in business organizations ?
5. Write explanatory notes on :
 - (a) *Managerial Purusharth*
 - (b) *Karma Yoga*

UNIT – III

6. Compare and contrast the Gurukul system of learning and modern education system.
7. Write detailed notes on :
 - (a) Law of growth
 - (b) Lessons from educational system of medieval India

UNIT – IV

8. What are the characteristics of spiritual values ? Describe the relationship between spiritual values and ethical values.
9. Explain the following :
 - (a) Value based system of Management
 - (b) Aristotle's view on value inculcation