

11/04/2016



DOON UNIVERSITY, DEHRADUN
Mid Term Examination, Second Semester, 2016
School of Management

Course: IMBA 404, Business Ethics and Professional Values

Time Allowed: 2Hours

Maximum Marks: 30

SECTION A

Attempt **any two** questions:

*(Marks: 2*15=30)*

1. Define business ethics. What are the ethical concerns in E-Commerce? Explain.
2. Write Short notes on:
 - a. Ethics and Human Resource Management
 - b. Ethics and Marketing
3. State the relevance of business ethics for managers? Explain with suitable examples.
4. Can ethics be taught? What are the ways by which ethics can be inculcated in people?