

# Satyug Darshan Institute of Engineering & Technology, Faridabad

## Department of Management Studies

Academic year 2025-26

|                                                    |                                                                             |
|----------------------------------------------------|-----------------------------------------------------------------------------|
| <b>Programme:</b> BBA IIFSB                        | <b>Year &amp; Semester:</b> 3 <sup>rd</sup> Year & 6 <sup>th</sup> Semester |
| <b>Course Name:</b> Professional Ethics and Values | <b>Course Code:</b> BBA/FSBN/605                                            |
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### Unit I

#### Short answer questions

| Q.N. | Question                                                                             | KL |
|------|--------------------------------------------------------------------------------------|----|
| 1    | Define the term "Professionalism" in your own words                                  | 1  |
| 2    | Identify four universal professional values essential in any workplace.              | 1  |
| 3    | Explain the difference between "Ethics" and "Values."                                | 2  |
| 4    | List the characteristics of a "Professional" according to modern industry standards. | 1  |
| 5    | State the importance of "Accountability" in professional life.                       | 2  |

#### Long answer questions

| Q.N. | Question                                                                                            | KL |
|------|-----------------------------------------------------------------------------------------------------|----|
| 1    | Discuss the role of integrity and honesty as the bedrock of professional excellence.                | 2  |
| 2    | Compare and contrast the traditional view of a profession with the contemporary market-driven view. | 4  |
| 3    | Evaluate the impact of personal values on professional decision-making.                             | 5  |
| 4    | Explain how "Compassion" and "Empathy" contribute to leadership in a professional setting.          | 2  |
| 5    | Create a "Code of Conduct" for a startup that prioritizes both profit and ethical transparency.     | 6  |

### Unit II

#### Short answer questions

| Q.N. | Question                                                                             | KL |
|------|--------------------------------------------------------------------------------------|----|
| 1    | Define "Indian Ethos" in the context of management.                                  | 1  |
| 2    | Summarize the core philosophy of the "Gurukul Pedagogy" regarding moral development. | 2  |
| 3    | State one major ethical issue currently faced by the IT industry in India.           | 2  |
| 4    | Identify the relationship between "Dharma" and professional duty.                    | 2  |
| 5    | List three ethical concerns related to Artificial Intelligence.                      | 4  |

#### Long answer questions

| Q.N. | Question                                                                                                            | KL |
|------|---------------------------------------------------------------------------------------------------------------------|----|
| 1    | Analyze how the Indian Knowledge System (IKS) can be integrated with modern Bloom's Taxonomy for holistic learning. | 4  |
| 2    | Discuss the relevance of "Karma Yoga" in modern corporate management.                                               | 2  |
| 3    | Evaluate the ethical implications of "Whistleblowing" within the Indian corporate legal framework.                  | 5  |

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|---|--------------------------------------------------------------------------------------------------------------------|---|
| 4 | Examine the transition from "Profit-only" to "Value-based" management in Indian MNCs.                              | 4 |
| 5 | Develop a strategy for a company to handle a data breach while maintaining "Sarva Loka Hitam" (well-being of all). | 6 |

## Unit III

### Short answer questions

| Q.N. | Question                                                         | KL |
|------|------------------------------------------------------------------|----|
| 1    | Define "Value-Based Management" (VBM).                           | 1  |
| 2    | Explain A.C. Pigou's concept of "Economic Welfare."              | 2  |
| 3    | Distinguish between "Social Welfare" and "Economic Welfare."     | 4  |
| 4    | Recall the three primary functions of a value-driven manager.    | 1  |
| 5    | Illustrate how "Transparency" acts as a strategy for transition. | 3  |

### Long answer questions

| Q.N. | Question                                                                                                         | KL |
|------|------------------------------------------------------------------------------------------------------------------|----|
| 1    | Critically analyze Pigou's theory that national dividend is a proxy for economic welfare.                        | 5  |
| 2    | Discuss the strategies required for an organization to transition from a toxic culture to a value-based culture. | 2  |
| 3    | Explain the "Economics of Welfare" and its application in modern government policy.                              | 2  |
| 4    | Evaluate the role of stakeholder theory in ensuring long-term organizational sustainability.                     | 5  |
| 5    | Propose a management model that balances Pigovian welfare with market competition.                               | 6  |

## Unit IV

### Short answer questions

| Q.N. | Question                                                                               | KL |
|------|----------------------------------------------------------------------------------------|----|
| 1    | Define "Situation Analysis" in the context of ethical dilemmas.                        | 1  |
| 2    | Summarize the "Bottom of the Pyramid" (BoP) theory by C.K. Prahalad.                   | 2  |
| 3    | Identify the "4 As" (Awareness, Access, Affordability, Availability) of BoP marketing. | 1  |
| 4    | State why the poor are seen as "resilient entrepreneurs" in BoP theory.                | 2  |
| 5    | List two criticisms of the Bottom of the Pyramid model.                                | 2  |

### Long answer questions

| Q.N. | Question                                                                                                | KL |
|------|---------------------------------------------------------------------------------------------------------|----|
| 1    | Analyze a case where a company successfully served the "Bottom of the Pyramid" while remaining ethical. | 4  |
| 2    | Apply C.K. Prahalad's BoP theory to suggest a business model for a rural healthcare startup.            | 3  |

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|---|--------------------------------------------------------------------------------------------------------------------------------|---|
| 3 | Discuss the ethical challenges of marketing "sachet-sized" products to the poor (e.g., environmental waste vs. affordability). | 2 |
| 4 | Examine how "Innovation Sandboxes" can solve social problems in emerging markets.                                              | 4 |
| 5 | Create a situation analysis framework for a manager facing a conflict between "Cost-cutting" and "Employee Safety."            | 6 |