



BRAINWARE UNIVERSITY

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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2024-2025
Programme – BBA(HM)-Hons-2024/B.Com.(AFB)-Hons]-2024
Course Name – Indian Ethos in Management
Course Code - BHM10201/BBF10201
(Semester I)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :
- (i) Select Indian Ethos emphasizes on.
 - a) Profit maximization
 - b) Ethical conduct
 - c) Materialism
 - d) Competitiveness
 - (ii) Identify the right answer: the concept of 'Trusteeship' was introduced by.
 - a) Jawaharlal Nehru
 - b) Mahatma Gandhi
 - c) Sardar Patel
 - d) Subhas Chandra Bose
 - (iii) Select the principle of non-violence (Ahimsa) is closely associated with.
 - a) Trust
 - b) Compassion
 - c) Power
 - d) Competition
 - (iv) Identify the right answer: Indian management principles focus on.
 - a) Individualism
 - b) Teamwork
 - c) Aggression
 - d) Monopoly
 - (v) Identify what does "Bhagavad Gita" emphasizes on.
 - a) Fear
 - b) Duty without attachment
 - c) Personal profits
 - d) Wealth creation
 - (vi) Indicate the Indian principle that emphasizes trust and cooperation.
 - a) Exclusivity
 - b) Aggression
 - c) Trusteeship
 - d) Monopoly
 - (vii) Select which Indian philosophy speaks about working without expectation of reward.
 - a) Jainism
 - b) Karma Yoga
 - c) Vedanta
 - d) Buddhism
 - (viii) Choose the key element of value-based management.
 - a) Short-term gains
 - b) Stakeholder engagement
 - c) Ignoring ethical practices
 - d) Focusing on market trends
 - (ix) Choose the ethical theory that focuses on duties and rules.

- a) Utilitarianism
c) Egoism
(x) Choose the principle that emphasizes fairness in moral behavior.
a) Justice
c) Courage
(xi) State the main teaching of Bhagavad Geeta regarding work.
a) Work without attachment
c) Avoid work
(xii) List the management lesson on responsibility from the Geeta.
a) Avoid taking responsibility
c) Responsibility should be delegated entirely
(xiii) Select the lesson from the Geeta on handling criticism.
a) Criticism should be ignored
c) Criticism must be avoided
(xiv) Write the best example of ethical decision-making in business.
a) Lying to secure a deal
c) Exploiting labor for profit
(xv) Sketch the key factor in balancing profits and ethics.
a) Ethics should be ignored for profits
c) Ethics ensure sustainable profits in the long run
- b) Deontology
d) Virtue ethics
b) Loyalty
d) Authority
b) Work for rewards
d) Work only for yourself
b) Leaders must own responsibility for their actions
d) Responsibility doesn't matter
b) Accept constructive criticism with grace
d) Criticism weakens leadership
b) Ensuring fairness in negotiations
d) Hiding critical information from stakeholders
b) Focus solely on short-term profits
d) Ignore stakeholders for better margins

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Group-B
(Short Answer Type Questions)

3 x 5=15

2. State the difference between Indian and Western management practices. (3)
3. Describe Gandhi's approach to self-reliance teaches about leadership. (3)
4. Illustrate how do ethics influence business decision-making. (3)
5. Discuss for corporate karma why stakeholders' engagement is needed. (3)
6. Explain utilitarianism in ethics. (3)

OR

Illustrate Corporate Social Responsibility. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the significance of the concept of 'Vasudhaiva Kutumbakam' in Indian ethos. (5)
8. Explain the concept of Unity in Diversity in Indian ethos. (5)
9. Describe the concept of duty and responsibility in Vedic management. (5)
10. Justify the impact of Karma theory on strategic planning and goal setting. (5)
11. Define ethical considerations in financial technology (fintech). (5)
12. Explain the key difference between deontological and consequentialist approaches in ethics. (5)

OR

Justify the application of Karma theory in decision-making processes in management. (5)
