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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(ANCS)-Hons-2023
Course Name – Sustainability in Indian Knowledge System
Course Code - BNC40202
(Semester IV)

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) Choose an ethical concern related to finance.
 - a) Cultural insensitivity in ads.
 - b) Insider trading.
 - c) Digital divide.
 - d) AI bias.
- (ii) Choose the Law of Karma that aligns with the concept of personal responsibility for one's actions.
 - a) The Law of Growth.
 - b) The Law of Responsibility.
 - c) The Law of Creation.
 - d) The Law of Humility.
- (iii) Choose the term that describes ethical decision-making and commitment to righteousness in leadership.
 - a) Artha.
 - b) Kama.
 - c) Dharma.
 - d) Moksha.
- (iv) Choose the factors contributing to the decline of the Harappan Civilization.
 - a) The Aryan invasion
 - b) Climate change and Indus River flooding
 - c) A major earthquake
 - d) All of these.
- (v) Identify a principle from the Indian knowledge system relevant to ethical decision-making.
 - a) Hedonism.
 - b) Nihilism.
 - c) Dharma.
 - d) Materialism.
- (vi) Select a key lesson in self-management from the ancient Indian emphasis on discipline.
 - a) Reliance on external rules and punishments.
 - b) Self-imposed discipline and intrinsic motivation.
 - c) Fear of authority and social pressure.
 - d) Immediate gratification and impulsive behavior.
- (vii) Identify the leadership quality exemplified by Lord Rama's interactions with Sabri and Hanuman.
 - a) Autocracy.
 - b) Inclusivity and Empathy.

- c) Dictatorship.
(viii) Select the example of environmental sustainability.
a) Deforestation.
c) Overexploitation of natural resources.
(ix) Identify the term that describes the unequal distribution of resources and opportunities.
a) Social equality.
c) Socio-economic imbalance.
(x) Identify a key role of the guru in the ancient Indian education system.
a) Strict disciplinarian focused on punishment.
c) Distant figure providing only academic instruction.
(xi) Match the Veda with its primary focus.
a) Rig Veda: Healing and prosperity.
c) Sama Veda: Rituals and their significance.
(xii) Match the Brahmi numerals to their modern equivalent.
a) Roman numerals.
c) Hindu-Arabic numeral system.
(xiii) Determine from the following that is a principle of Indian ethos related to leadership.
a) Autocratic Leadership.
c) Laissez-faire Leadership.
(xiv) Identify the core values emphasized in Indian texts like the Vedas and Upanishads.
a) Material wealth and power.
c) Political dominance and territorial expansion.
(xv) Identify the key focus of responsibility.
a) Avoiding consequences.
c) Ignoring others' needs.
- d) Isolation.
b) Using renewable energy sources.
d) Ignoring pollution.
b) Economic equilibrium.
d) Resource parity.
b) Mentor and guide imparting knowledge, life skills, and moral values.
d) Administrator managing the financial aspects of the institution.
b) Yajur Veda: Harmony between humans and cosmos.
d) Atharva Veda: Healing and prosperity.
b) Greek numerals.
d) Egyptian numerals.
b) Leadership through Service (Seva).
d) Transactional Leadership.
b) Spiritual growth and ethical conduct.
d) Scientific advancement and technological innovation.
b) Fulfilling duties and obligations.
d) Acting impulsively.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify three key principles of Ayurvedic medicine and illustrate their practical application in daily life. (3)
3. Explain four key leadership lessons derived from the Indian Knowledge System and explain their relevance in modern organizational settings. (3)
4. Describe the concept of Karma in the context of professional excellence. (3)
5. Define "Jeevan Darshan" within the framework of the Indian Knowledge System. (3)
6. Explain the concept of "greenwashing" and its ethical implications for businesses. (3)

OR

- Classify two ways in which CSR initiatives by Indian companies contribute to the development of Indian society. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the concept of "harmony with nature" as emphasized by the Indian Knowledge System. (5)
8. Analyze the impact of Indian ethos on modern management practices, providing specific examples. (5)

9. Evaluate the role of Indian texts like the Bhagavad Gita and Upanishads in shaping ethical behavior and leadership. (5)
10. Explain Ayurveda's principles of Swastha Vritta and Rasayana and their role in preventive healthcare. (5)
11. List the five dimensions of holistic health and suggest strategies to cultivate each for overall well-being. (5)
12. Develop a plan for a company to integrate ethical considerations into its marketing strategies, addressing potential ethical challenges like misleading advertising and privacy violations. (5)

OR

Design a program that leverages Indian indigenous knowledge to promote sustainable agricultural practices in a specific region of India. (5)

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