



## BRAINWARE UNIVERSITY

### Term End Examination 2025-2026

Programme – BBA-Hons-2023/BBA(HM)-Hons-2023/BBA(DM)-Hons-2023/B.Com.  
(AFB)-Hons]-2023/BBA-Hons-2024/BBA(DM)-Hons-2024/BBA(BA)-Hons-2024

Course Name – Indian Ethos in Management

Course Code -

BBA40201/BHM40202/BBD40202/BBF40202/BBA40204/BBD40204/BBB40204  
( 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) State the principle of balancing spirituality and rationality.
  - a) Using ethical values alongside logic
  - b) Ignoring logic for emotional decisions
  - c) Depending solely on data
  - d) Avoiding personal growth
- (ii) Identify an essential principle of Indian ethos.
  - a) Dharma (duty and ethics)
  - b) Profit maximization
  - c) Short-term decision-making
  - d) Avoidance of ethical concerns
- (iii) State a benefit of integrating spirituality in business.
  - a) Enhances ethical decision-making
  - b) Reduces efficiency
  - c) Discourages strategic planning
  - d) Increases conflicts
- (iv) State the significance of self-discipline in Indian ethos.
  - a) Encourages unethical practices
  - b) Enhances personal integrity
  - c) Discourages employee well-being
  - d) Encourages excessive competition
- (v) State the importance of value-based leadership.
  - a) Encourages unethical leadership
  - b) Encourages ethical leadership
  - c) Reduces employee motivation
  - d) Encourages a rigid leadership approach
- (vi) Select of the following is a key element of moral behaviour.
  - a) Competitiveness
  - b) Honesty
  - c) Profit maximization
  - d) Market orientation
- (vii) Select work ethos refers to:
  - a) Cultural alignment with Western practices
  - b) Employee benefits and compensation
  - c) Fundamental attitude towards work
  - d) Marketing strategies

- (viii) In a global business environment, value-based management interprets:
- a) Adaptation to market trends
  - b) Ethical alignment across cultures
  - c) Focus on low-cost strategies
  - d) Flexibility in regulations
- (ix) Yoga helps manage stress by improving:
- a) Flexibility
  - b) Mental clarity and calmness
  - c) Physical strength
  - d) Stamina
- (x) Choose work ethos in Indian organizations is influenced by:
- a) Profit-oriented strategies
  - b) Market-driven incentives
  - c) Traditional cultural values
  - d) Western business models
- (xi) Relate Swami Vivekananda's teachings to modern corporate leadership.
- a) Focus on personal gain
  - b) Courage and self-confidence
  - c) Dependence on others
  - d) Avoiding risks
- (xii) Select the quality of Krishna as a leader.
- a) Manipulative
  - b) Visionary and strategic
  - c) Self-centered
  - d) Avoiding responsibility
- (xiii) Relate Swami Vivekananda's philosophy to employee motivation.
- a) External rewards matter most
  - b) Inner strength and self-belief drive success
  - c) Leadership should be feared
  - d) Employees must not question authority
- (xiv) Identify a quality that made Mahatma Gandhi a great leader.
- a) Fear of failure
  - b) Practical application of ethics
  - c) Lack of perseverance
  - d) Indecisiveness
- (xv) Cite the role of Dharma in conflict resolution according to the Vedas.
- a) Fairness and righteousness
  - b) Favoring the powerful
  - c) Encouraging disputes
  - d) Suppressing weaker parties

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the concept of responsibility in moral behaviour. (3)
3. Discover the reason about moral values shaping employee motivation. (3)
4. Determine is it important for businesses to maintain ethical transparency in financial reporting. (3)
5. Explain how a business can balance profit-making and ethical responsibilities under utilitarianism. (3)
6. How does the concept of 'Dharma' influence managerial decision-making? Analyse. (3)

OR

Estimate Bhagavad Gita addressing balance between personal life and professional duties. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe the role of Karma Yoga in management. (5)
8. Recall the significance of Meditation in managerial effectiveness. (5)
9. Explain the role of meditation in cultivating a Total Quality Mind. (5)
10. Explain the meaning of Value-Based Management. (5)
11. Summarize the nature and scope of business ethics. (5)
12. Summarize how ethical dilemmas arise in business and ways to resolve them. (5)

OR

Assess the development of ethical corporate behavior and leadership. (5)