

**NEW**

**2017**

**BCA**

**5th Semester Examination**

**ETHICS**

**PAPER—3102**

*Full Marks : 70*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

*Answer Q. No. 1 and any four from the rest.*

1. Answer any *five* questions : 5×2

(a) What do you mean by 'Human Resource Management'?

(b) What is Earth's heat budget?

*(Turn Over)*

- (c) What is Resource ? Give some Examples.
- (d) Discuss "Sustainable Development".
- (e) Discuss "The terms of the customer's Four c's".
- (f) Define 'Psychological values'.
- (g) What is 'Ethics'?
- (h) Define 'Mental Health'.

2. (a) What are the qualities that a human resource manager should possess in order to perform his job effectively ?

(b) What are the present status of professionalisation and HRM ? 8+7

3. Write short notes : 5x3

(a) Difference between 'Law' and 'Ethics'.

(b) Environmental Impact Assessment.

(c) Human Resources Communication.

4. (a) State, what constitute the problems of man-machine interaction ?
- (b) What are the present status of Eco-Friendly Technologies ? 8+7
5. (a) "Marketing begins before production and ends after production."—Discuss.
- (b) Discuss—"Marketing Audit". 9+6
6. (a) Discuss the Relation between 'Politics' and 'Technology'.
- (b) What is the importance 'Aesthetic values' in profession of Software Engineers. 8+7
7. (a) 'Advertising brings long-term benefits, but sales promotion is for quicker result'—Discuss.
- (b) What do you mean by incentives ? Discuss the various types of incentives for motivating employees. 6+2+7
8. (a) What is Environmental Degradation ?

- (b) How is man responsible for the environmental degradation ?
- (c) Write a short note on 'Secularism'.
- (d) Discuss—'Industrial Hazards' and its effect in Environment.
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