

2018

BCA 5th Semester Examination

PROFESSIONAL VALUES AND 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) Explain the term "Marketing".

(b) What do you mean by Industrial Hazards ?

(Turn Over)

- (c) What is Environmental law ?
 - (d) Define Non-Renewable Resources.
 - (e) What is Intrinsic value ?
 - (f) What is marketing mix ?
 - (g) Write a short note "Human Resource Planning".
 - (h) Define incentives.
2. (a) "The Basic Objective of Human Resource Management is to ensure that there are right people at right time and at right place." — Discuss the statement.
- (b) Write the comparison between Personal Management and Human Resource Management. 10+5
3. (a) The "Values" and "Ethics" are important in Software Engineering" — Discuss the statement.
- (b) Discuss the importance of Renewable Energy Resources.

9+6

4. (a) What are the problems of technological transfer ?
(b) Give the technology movement of Schumacher. 6+9
5. (a) Define market. What are the objectives of marketing ?
(b) What are the factors to be considered for selecting media ? (2+6)+7
6. (a) Discuss the importance "Advertising" in Under Development country.
(b) "Assessing training and Development needs is one of the most important aspects in good Environment in Industry" — Discuss the statement. 7+8
7. (a) What are the barriers to effective Human Resource Planning at the corporate level in India ?
(b) "Human Resource Planning is a processes and it proceeds through various interrelated activities." — Discuss the statement. 8+7

8. (a) What do you mean by Personality ?
- (b) What are the traits for Good Personality ? Distinguish between Moral and Values. 4+(6+5)
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