

2019

**PROFESSIONAL VALUES AND ETHICS**

PAPER —3102

*Full Marks : 70*

*Time : 3 hours*

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

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

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

*Illustrate the answers wherever necessary*

1. Answer any *five* questions : 2 × 5
- (a) Explain "Reports of the club of Rome".
  - (b) What do you mean by Industrial Safety ?
  - (c) Define "value crisis".
  - (d) Explain the concept of "Marketing Mix".

( Turn Over )

- (e) Define "The Five M's Advertising".
- (f) Explain "Non-financial incentives".
- (g) Define "Human Resource Communication".
- (h) Define the concept of "Energy Crisis".

2. (a) Discuss on differences between Formal and Informal communication of Human Resource.

(b) What is advertising ?

(c) Discuss advertising objectives and point out the problems of advertising in India. 6 + 3 + 3 + 3

3. (a) How does training differ from development ?

(b) Discuss the role of training and development in the present business environment.

(c) Discuss different types of Industrial Hazards. 3 + 6 + 6

4. Write short notes on : 5 + 5 + 5
- (i) Eco-friendly Technologies
  - (ii) Marketing segmentation
  - (iii) Secularism in India.
5. (a) Discuss "The Politics and Technology" in India.
- (b) What is Marketing Audit ?
- (c) Why has Values and Ethics in profession been made mandatory in B.C.H ? 6 + 3 + 6
6. (a) Discuss the problems of Man Machine Interaction.
- (b) Would you recommend Human Centred Technology for solving the problems of Man-Machine Interaction ?
- (c) Discuss—work ethics. 6 + 6 + 3
7. (a) What is an aesthetic value ?

(b) Do the professionals always maintain different values ?

(c) Discuss—Nature of moral Judgement. 4 + 6 + 5

8. (a) Discuss—Environmental Ethics.

(b) How the Environment is related to Sustainable Development ?

(c) How man is responsible for the Environmental Degradation ? 3 + 7 + 5

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