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Total Number of Pages: 02

Course: MBA
Sub Code: MBEV1003

1st Semester Regular/Back Examination: 2025-26

SUBJECT: Universal Human Values, Ethics and Environment

BRANCH(S): BA, FM, FM, FM&HRM, GM, HCHM, HRM, IB, ISEM, LSCM, MBA, MBA, MBA (A & M), MBA (M & F), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: U499

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.
The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Define happiness and prosperity in contrast to excitement and accumulation of wealth.
- How can we understand the value of anything (e.g. pen)? Is it in terms of its price? Or is it in terms of its usability (participation in need)? Explain as per the definition of value.
- Define self-exploration. How does it lead to understanding?
- What do you mean by respect as per the proposal? What is the minimum content of respect?
- Define Business Ethics and explain its role as a "moral compass" in the modern corporate landscape.
- Briefly explain the core difference between universal moral truths and culturally-dependent ethics.
- Define ethical leadership in the context of ethical and value-based leadership.
- Explain the 'Environmental Threat and Opportunity Profile' and its primary purpose in environmental scanning.
- Based on the "Greening Management" concept, define a company's responsibility for a product's environmental impact throughout its life cycle.
- In the context of India's recent trade liberalization, what characterizes the shift from a closed to an open economy?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Discuss why technical skills alone are insufficient for a manager. State the role of value education in holistic development. Explain how education-sanskar facilitates the transformation from "Animal Consciousness" to "Human Consciousness."
- What are the two realities to explore while exploring harmony in the human being? How can one distinguish between them based on their needs? Describe the relationship between the 'Self' (I) and the 'Body.' Explain how Self-regulation (Sanyam) leads to Health (Swasthya).
- Identify and explain the four orders in nature. Discuss the "Mutual Fulfillment" (interconnectedness) existing between them. Why is the human order, by and large, not mutually fulfilling for any of the four orders? Is your natural acceptance to be fulfilling for all four orders? What does a human being need to do to be mutually fulfilling for each of the four orders?

- d) Based on the UHV framework, explain why 'Trust' is the foundation of any relationship. Why is it essential for establishing a successful business model? Distinguish between 'Intention' and 'Competence' with a suitable example.
- e) Explain Kohlberg's three levels of moral reasoning. Discuss how a manager at the "post-conventional" level might handle a directive from their superior that is legal but socially harmful.
- f) Discuss three major ethical challenges in either Human Resource Management (e.g., algorithmic bias in hiring) or Finance (e.g., creative accounting).
- g) Describe Kohlberg's stages of moral development and their relevance in understanding ethical behavior in organizations.
- h) Analyze how individual factors (personal values) and organizational factors (corporate culture) interact to influence a manager's decision-making process.
- i) Distinguish between the internal and external factors of the business environment. Provide examples of how "non-economic" factors (Socio-cultural or Political) influence corporate strategy.
- j) Discuss the World Business Council for Sustainable Development (WBCSD) and analyze at least five of its "Ten Messages for Business" regarding sustainability.
- k) Identify the primary causes of industrial pollution. Suggest four strategic control measures a corporation can adopt to achieve "Greening Management."
- l) Explain how adopting green policies can provide a firm with a "Competitive Advantage" over rivals.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** **Case Study Analysis:** UHV in Business Application: **(16)**
Scenario: A company is facing a crisis where employees are demotivated and there is a high turnover rate. The management only focuses on "Profitability" (Physical Facilities) and ignores "Relationships" (Values).
Task: As a manager trained in UHV, apply the 9 Values in Relationship to propose a strategy for creating a "Harmony-based Workplace" with a holistic viewpoint. Explain how this will lead to both "Mutual Happiness" and "Mutual Prosperity".
- Q4** Suppose you are a senior manager facing a choice between meeting quarterly profit targets and disclosing a minor but potentially controversial product defect. Outline a step-by-step ethical decision-making model to resolve this dilemma. **(16)**
- Q5** Explain the concept of "Harmony in Nature/Existence" as proposed in Universal Human Values (UHV). Discuss the four orders of nature and critically analyze the role of human beings in ensuring mutual fulfillment among these orders. Illustrate how this understanding can guide environmentally responsible sustainable business practices. **(16)**
- Q6** **Case Study Analysis:** **(16)**
- **Scenario:** A manufacturing firm in Odisha is faced with the choice of expanding its plant into a high-biodiversity zone to meet "Recent Economic" growth targets.
 - **Task:** Conduct a SWOT Analysis for this expansion. Using K.S. Thakur's principles of "Environmental Audit" and "Sustainable Development," argue whether the firm should proceed, and propose a "Green Management" plan to mitigate environmental degradation.