

NEW

2015

BCA

5th Semester Examination

PROFESSIONAL VALUES AND ETHICS

PAPER—3102

Full Marks : 70

Time : 3 Hours

*The figures in the 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 Machine ?
 - (b) What is Environmental Ethics ?
 - (c) Define justice.

(Turn Over)

- (d) Give two examples of Fringe Benefits.
- (e) Define Market.
- (f) What do you mean by Professional Ethics ?
- (g) What is Consumer Behaviour ?
- (h) Give the definition of HDI.
2. (a) Discuss the importance of Human Resource Management.
- (b) Do you think incentives boosts human resources ?
10+5
3. (a) What do you mean by Advertisement ?
- (b) Give the Pros and Cons of Advertisement. 5+10
4. (a) What are the problems of Men and Machines interaction ?
- (b) Do you think politics control the technology ? 7+8
5. (a) Define the Technological Growth.
- (b) Do you the growth of technology deplete the resources ?
5+10

6. Write short notes on the following : 5×3
- (a) Marketing Strategy ;
 - (b) Ethics and Responsibility ;
 - (c) Benefits of Marketing Planning.
7. (a) What do you mean by moral ?
- (b) What are the traits of Good personality ? 5+10
8. (a) What do you mean by Profession ?
- (b) Do you think the society really are in need for the professionals ? 5+10
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