

NEW

2016

BCA

5th Semester Examination (Supplementary)

PROFESSIONAL VALUES AND ETHICS

PAPER—3102

Full Marks : 100

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 Resource?
- (b) What is Technology transfer?
- (c) Define Aesthetic Value.
- (d) Define marketing mix.
- (e) Give two examples of sales promotion.

(Turn Over)

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- (f) What is democracy ?
- (g) Define Automation.
- (h) Define environmental ethics.
2. (a) ~~Rapid~~ Rapid technological leads to depletion of resources'-
Do you agree ?
- (b) What do you mean by eco-friendly technologies ?
10+5
3. (a) What are the problems of technology transfer ?
- (b) What is industrial hazards and safety regulations ?
5+5+5
4. (a) What do you mean by professional values ?
- (b) Discuss about the value crisis in the present society.
5+10
5. (a) Give the objectives of marketing.
- (b) What are the benefits of marketing planning ?
7+8

6. (a) Give the determinations of Buying Behaviour.

(b) Discuss the role of market segmentation.

7+8

7. (a) What do you mean by Human Resource planning?

(b) What are the necessity of training and development of human resources?

5+10

8. Write short notes on the following :

3×5

(a) Fringe benefits.

(b) Simplicity.

(c) Intergrated personality.

[Internal Assessment : 30 Marks]
