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**B. HMCT**  
**HMPE 4413**

## **Eighth Semester Examination – 2008**

### **BUSINESS POLICY AND ETHICS**

**Full Marks – 70**

**Time : 3 Hours**

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  - (d) Point out the salient features of Indian ethics in business.
  - (e) What do you mean by Total Quality Management ?

- (f) Why do you need holistic value-based management ?
- (g) What strategy do you suggest for business policy in hospitality industry ?
- (h) What do you mean by Brand Ambassador ?
- (i) What do you mean by Consumer rights ?
- (j) What do you understand by host country norm ?

Discuss the role and importance of ethics in management of Hospitality Industry. 10

State the major ethical issues which business faces today. 10

Is ethical performance encouraged in Indian service industries ? Discuss with examples. 10

5. Explain the importance of value driven management. 10
6. What do you mean by global business ? Explain various constraints related to global business. 10
7. Explain how an organisation can achieve corporate excellence through business ethics. 10

**P.T.O.**

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**B. HMCT**  
**HMPE 4413**

## **Eighth Semester Examination – 2008**

### **BUSINESS POLICY AND ETHICS**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 which is compulsory  
and any **five** from the rest.*

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



1. Answer the following questions : 2 × 10
  - (a) Define Ethics.
  - (b) What do you mean by Hospitality Industry ?
  - (c) State the objectives of ethics in business policy.
  - (d) Point out the salient features of Indian ethics in business.
  - (e) What do you mean by Total Quality Management ?

- (f) Why do you need holistic value-based management ?
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