

2023

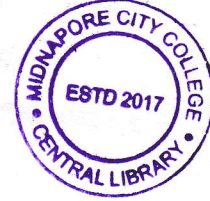
BCA 5th Semester Examination

Professional Values and Ethics

PAPER — 3102

Full Marks : 70

Time : 3 hours



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.

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

1. Answer *any five* questions : $2 \times 5 = 10$

(a) Who first articulated the idea of 'intermediate technology'? What name is it referred to by today?

(b) Describe two problems with man-machine interaction.

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(Turn Over)

(2)

- (e) What do you understand by 'market segmentation'?
- (d) What are 'fringe benefits'?
- (e) What do you understand by 'marketing audit'?
- (f) What is 'shadow advertisement'?
- (g) What are the five major ideals included in the Preamble to the Constitution of India?
2. (a) What are some of the problems of technology transfer?
- (b) Write a handy note on eco-friendly technologies.
- (c) Write a note on the impact of assembly line and automation. 3+6+6=15
3. (a) What do you understand by secularism?
- (b) How are profession and human values interconnected to each other?
- (c) What role can democracy play in a 'good' society? 3+6+6=15

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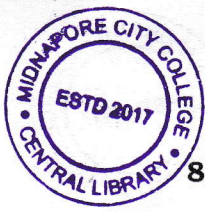
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(3)

4. (a) What are the objectives of marketing?
- (b) What are some of the benefits of marketing planning?
- (c) Write a note on different tools for sales promotion. 3+6+6=15
5. (a) Explain the role of training in developing Human Resource.
- (b) What are the major barriers to Human Resource Planning?
- (c) Write a note on the measures to make Human Resource Planning effective. 3+6+6=15
6. (a) What do you understand by financial incentives?
- (b) Write a note on the Rationale of incentives.
- (c) In what ways will Human Resource Communication be effective? 3+6+6=15
7. (a) What do you understand by Consumer Behaviour?
- (b) Write a note on the importance of Buying Behaviour.
- (c) Write a note on 'Marketing Mix'. 3+6+6=15

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(Turn Over)



(4)

8. (a) What do you understand by 'value crisis' in contemporary society?
(b) Write a note on the nature of moral judgement.
(c) Explain the terms 'ethics of virtue', 'ethics of duty' and 'ethics of responsibility'.

3+6+6=15

9. (a) Define 'sustainable development'.
(b) How may modern technology improve the financial health of a developing country like India?
(c) Write a note on Human Operator in engineering projects and industries.

3+6+6=15

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