

Seat No. : _____

DG-107

December-2013

5 Years MBA Integrated (KS) S.Y. MBA

Humanities – I

Time : 2 Hours]

[Max. Marks : 50

Instruction : Be neat and legible.

1. Define Psychology. Briefly explain different types of work of the Psychologists. **10**
2. Elaborate your views on different Personality types and their traits. **10**
3. What do you understand by the term Business Environment ? Discuss in detail the external factors that affects the Business Environment. **10**
4. Discuss the Arguments for and against social responsibilities of Business. **10**

OR

Write the common characteristics of social responsibility and state its limitations.

5. What are the source of Business Ethics ? Explain the importance of Business Ethics and briefly explain the meaning of Ethical Dilemmas. **10**
