



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination - May 2025 IV Semester

Class : II PG
Major : MBA-Information Technology

Time: 3 Hours
Max. Marks: 100

23MBMC29E Specialisation - I.P.IV - Indian Ethos and Business Models

Course Outcomes:

CO1: Identify the importance of Indian Ethos in Management.

CO2: Acquire knowledge on Indian culture and value systems.

CO3: Enhance the scope of applying value based principles and ethos in business operations.

CO4: Design ethically sustainable Business Models.

CO5: Evaluate critically the success and failures of Indian Family Business houses.

Part A 10 x 1 = 10 Choose the Correct Answer

1. Indian ethos is all about what can be termed as _____ CO1K2
a. Local ethos b. National ethos c. International ethos d. Global ethos
2. What is meant by the phrase CSR? CO1K1
a. Corporate Social Responsibility b. Company Social Responsibility
c. Corporate Society Responsibility d. Company Society Responsibility
3. Which of the following does the term Corporate Social Responsibility relate to? CO2K1
a. Ethical conduct b. Environmental practice
c. Community investment d. All of the above
4. The stepping back from a situation for a while enables one to _____ and master a situation. CO2K1
a. Build b. Control c. Treat d. Job
5. _____ helps to boost the confidence level of individuals to face challenging situations. CO3K1
a. Ego b. Charity c. Control d. Self-control
6. _____ means religious or people who believe in religion. CO3K2
a. Spiritual b. Secularism c. Competitors d. Mantras
7. _____ is closely associated with the idea of rebirth. CO4K1
a. Ashrams b. Karma c. Heredity d. Competitors
8. The work one undertakes should be done with _____. CO4K2
a. Attachment b. Mindless c. Diligence d. Thoughtless
9. _____ is the act of coming to direct knowledge or certainty without reasoning or inferring. CO5K1
a. Control b. Ego c. Intuition d. Attachment
10. _____ focuses on what is right or wrong, or what is good or bad. CO5K1
a. Ethics b. Bible c. Quran d. Charity

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Explain various ethical theories. CO1K3
(or)
- 11.b. What are the approaches for decision making? CO1K3
- 12.a. Which lesson from the role of Krishna as a Mentor can be learned by a manager? CO2K2
(or)
- 12.b. Describe any two Meditation Techniques. CO2K2
- 13.a. List the expectations of various Stakeholders from a corporate. CO3K3
(or)
- 13.b. Comment on the importance of Good Corporate Governance in India. CO3K3
- 14.a. What are the factors affecting 'Level Playing Field'? CO4K2
(or)
- 14.b. List out those ethical principles which are relevant to Work Life. CO4K2
- 15.a. Briefly discuss on Holistic development. CO5K2
(or)
- 15.b. Write a note on the relevance of Ethics in Marketing. CO5K2

Part C
Answer ALL questions
Question No 20. Case is Compulsory
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Distinguish between Secular and Spiritual values in management. CO1K5
(or)
- 16.b. Describe the role of Indian Ethos in Managerial Practices. CO1K5
- 17.a. Explain the management lessons learnt from Vedas. CO2K2
(or)
- 17.b. Illustrate the term 'Dharma' and the importance of its understanding for a manager. CO2K2
- 18.a. List out the Importance of Value System in Work Culture CO3K4
(or)
- 18.b. Elaborate the factors responsible for poor work ethos CO3K4
- 19.a. Discuss the concept of Indian systems of learning. CO4K3
(or)
- 19.b. Analyze the features of modern learning system. CO4K3

20. Case Study (Compulsory Question):

Khadi, India's traditional handwoven fabric, has a long history associated with India's struggle for independence, particularly through Mahatma Gandhi's promotion of the "Charkha" (spinning wheel). However, in post-independence India, Khadi fell out of favor as industrialized textiles dominated the market. In the 21st century, the Khadi and Village Industries Commission (KVIC) undertook the challenge of reviving Khadi as a significant fabric and promoting it as a symbol of sustainability and national pride.

Khadi faced several challenges: it was perceived as outdated, expensive, and difficult to mass-produce. It also competed with modern, ready-made fabrics that were cheaper and more convenient. KVIC had to create demand for Khadi while staying true to its traditional roots and supporting rural artisans.

KVIC's efforts to revive Khadi were deeply rooted in Indian ethos, particularly:

- **Swadeshi (Self-reliance):** The promotion of Khadi aligned with the Indian ethos of self-reliance. By supporting local artisans and small-scale industries, KVIC helped create jobs and promoted economic independence for rural communities. The focus on Khadi became a movement toward strengthening India's domestic economy, much like the Swadeshi movement led by Gandhi.
- **Sustainability and Ahimsa (Non-violence):** Khadi's production process is inherently sustainable, with minimal environmental impact. The use of natural fibers like cotton, silk, and wool, and the manual labor involved in weaving, make it an eco-friendly alternative to industrially produced fabrics. This resonates with the Indian value of Ahimsa, emphasizing non-violence towards nature and the planet.
- **Empowerment and Seva (Selfless Service):** Khadi production provided livelihood opportunities for thousands of rural artisans, many of whom were women. This effort to empower local communities aligns with the principle of Seva, or selfless service, where the focus is on community development rather than profit maximization.
- **National Pride (Swabhimani):** Khadi also became a symbol of national pride and independence. Wearing Khadi was promoted as a way of showing solidarity with the nation's heritage and values. This sense of pride is deeply embedded in the Indian ethos of Swabhimani, or self-respect, fostering a connection between individuals and the nation's collective identity.

Questions:

1. How does the revival of Khadi align with the Indian ethos of Swadeshi and Ahimsa?
2. In what ways does the empowerment of artisans through Khadi production reflect the principle of Seva in Indian ethos?
