

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course: BM 1442 BUSINESS ETHICS AND CORPORATE GOVERNANCE

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** marks

1. What is CSR?
2. What are values?
3. What is corporate culture?
4. What do you meant by environmental ethics?
5. What is code of ethics?
6. Who is a stakeholder?
7. What do you mean by corporate excellence?
8. What is utilitarianism?
9. What is corporate governance report?
10. Who is an executive director?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions not exceeding **one** paragraph. Each question carries **2** marks

11. What is the principal objective of business ethics?
12. What is CEO certification?
13. What is the relevance of whistle Blower policy?
14. What is sub culture?
15. What are the three levels of organisation culture?
16. What is clause 49 of listing agreement?
17. Name the principles of good corporate governance?
18. What are the obligations of a corporate to its employees?
19. What are the features of values?
20. What is the need of ethics committee?
21. List out the consequences of bad governance?
22. Name the different principles of ethics?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions not exceeding one page. Each question carries **4** marks

23. What are the objectives of corporate governance?
24. What are the challenges of corporate governance?

25. What are the strategies for managing cultural differences?
26. Discuss the need of business ethics in Indian context?
27. What are the factors influencing corporate governance?
28. What are the benefits of a strong corporate culture?
29. Briefly explain the components of culture?
30. What are the importances of value in Indian management?
31. How to create a strong organisation culture?

(6 × 4 = 24 Marks)

SECTION – D

Answer **any Two** questions not exceeding four pages. Each question carries **15** marks

32. Evaluate the growth of corporate Governance in India?
33. Explain the different committee of corporate governance in India?
34. Explain the corporate social responsibility of business?
35. Briefly describe the different factors influencing business ethics?

(2 × 15 = 30 Marks)

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Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM1442 BUSINESS ETHICS AND CORPORATE
GOVERNANCE**

(2014-2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in one or two sentences. Each carries one mark.

1. What are Business Ethics?
2. What is Ethical Egoism?
3. Define Ethos.
4. What is code of Ethics?
5. What is cultural diversity?
6. What is attitude?
7. Define social responsibility.
8. What is the primary objective of Kumar Mangalam Birla Committee by SEBI?
9. Explain the term 'values'.
10. Name the pillars of corporate governance.

(10 × 1= 10 Marks)

SECTION – B

Answer **any 8** questions. **Each** question carries **2** marks.

11. Why business ethics become necessary?
12. List the sources of business ethics.
13. Distinguish between Descriptive ethics and normative ethics.
14. Is ethics the same as being lawful.
15. Mention the features of good corporate governance.
16. What are the components of culture?
17. Explain self-awareness.
18. How ethics are different from morals?
19. Examine the five basic characteristics of a good work ethic.
20. State the importance of organisational culture concept.
21. Write a note on N.R. Narayana Moorthy Committee.
22. Point out the common ethical issues confronted in marketing area.

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions. **Each** question carries **4** marks.

23. Explain the scope of business ethics.
24. List out the benefits of corporate social responsibility.
25. Describe the importance of Corporate Governance.

26. Briefly state main mandatory requirements under clause 49 of listing agreement regarding Board of Directors.
27. What are the steps in building a strong company culture?
28. Examine the factors influencing business ethics.
29. Discuss the characteristics of business ethics.
30. Write a note on Ethical leadership.
31. Explain the Ethical Value System of an individual. **(6 × 4 = 24 Marks)**

SECTION – D

Answer **any two** questions not exceeding four pages. **Each** question carries **15** marks.

32. Why business ethics is important? Explain the benefits of business ethics.
33. Explain ethical leadership characteristics.
34. Describe the role of independent directors in corporate governance.
35. What is meant by corporate Social Responsibility (CSR) of business? Briefly explain Ackerman's model of Social Responsibility.

(2 × 15 = 30 Marks)



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(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. **Each** carries **one** mark.

1. Define corporate ethics.
 2. What is Deontological ethics ?
 3. Name any two companies with best ethical corporate policies worldwide.
 4. What is CSR ?
 5. State the primary role of Tread Way Commission 1985.
 6. What is ethics and diversity ?
 7. What is SEBI ?
 8. What is Ethical Relativism ?
 9. When a conflict of interest exist ?
 10. What are Morals ?
- (10×1=10 Marks)**

SECTION – B

Answer **any 8** questions. **Each** question carries **2** marks.

11. List the features of Business Ethics.
12. Why business ethics is important ?