

**M.Com. IV Semester (CBCS) Degree Examination, May - 2018**

**COMMERCE**

**Business Ethics and Corporate Governance**

**Paper - HC 4.2**

**(New)**

Time : 3 Hours

Maximum Marks : 70

**Instructions to Candidates:**

Attempt all the sections

**Section - A**

1. Answer any **ten** of the following sub-questions. Each sub - question carries **two** marks.  
(10×2=20)

- a) What is an ethical behavior?
- b) State the advantages of Ethics.
- c) Define the term business ethics.
- d) What do you mean by deontology?
- e) Give two examples of corporate scams in India.
- f) State the four faces of social responsibility.
- g) What is Human Right?
- h) What is meant by Window dressing?
- i) Give the meaning of Deceptive marketing.
- j) What is Tax evasion?
- k) What is ethical leadership?
- l) State the merits of good corporate governance.

**Section - B**

Answer any **four** questions. Each question carries **five** marks.  
(4×5=20)

2. Discuss the purpose of business ethics.

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3. Differentiate between Kantianism and Utilitarianism.
4. Unfair activities are common in marketing. Explain your views with examples of FMCG items.
5. Explain the ethical teachings in Bhagavad Gita and their application in business.
6. Discuss the recommendations of the Birla Committee.
7. Explain the various CSR approaches.

**Section - C**

Answer any **Three** questions. Each question carries **ten** marks.

**(3×10=30)**

8. Discuss the importance of business ethics.
  9. What are the objectives of corporate governance? Explain the structure and composition of board of directors in public limited companies.
  10. Critically examine the ethical theories.
  11. Discuss HRM practices and ethical implications.
  12. Describe the concepts of CSR. Which factors influence CSR?
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