



PG – 810

III Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)

MANAGEMENT

3.2 : Business Ethics and Corporate Governance

Time : 3 Hours

Max. Marks : 75

SECTION – A

(6×2=12)

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks.
- What is ethics ?
 - What is corporate governance ?
 - Define independent director.
 - Define code of ethics.
 - What is separation of ownership and management ?
 - Define teleology.
 - What is consumer privacy ?
 - What is ethics audit ?

SECTION – B

(3×8=24)

Note : Answer **any three** of the following. **Each** question carries **8** marks.

- Describe the need and benefit of business ethics.
- Discuss the various ethical issues that an MNC has to address.
- Discuss the role of ethics in advertising.
- Discuss the recommendations of any one of the corporate governance reports in India.
- What are the gender issues in business ethics and corporate governance ?

SECTION – C

(2×12=24)

Note : Answer **any two** of the following. **Each** question carries **12** marks.

- Discuss the role of corporate culture and leadership in corporate governance.
- Discuss the need for organizational ethics programme.
- Discuss the importance of accounting standards in ensuring good corporate governance.

P.T.O.