

Subject : Basics of Corporate Governance & Business Ethics

Day : Tuesday
Date : 07/06/2016



Time : 02.00 PM TO 05.00 PM
Max Marks : 80 Total Pages : 1

N.B:

- 1) Attempt any **FIVE** questions from Section-I & any **TWO** from Section- **II**.
 - 2) Answers to both the Section should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
-

SECTION-I

- Q.1** Explain the nature and scope of business ethics. **(10)**
- Q.2** Explain philosophical foundations of business ethics. **(10)**
- Q.3** Explain the role of government and legislation in enforcing ethical business practices. **(10)**
- Q.4** Explain the role of ethics in marketing. **(10)**
- Q.5** What is meant by value based managerial behavior and leadership? **(10)**
- Q.6** Elaborate arguments for and against CSR. **(10)**
- Q.7** Write Short Note: (**Any TWO**) **(10)**
- a) Ethics and environmental protection
 - b) Business ethics and profit
 - c) Ethics and responsibility towards stakeholders

SECTION-II

- Q.8** In order to make more profit companies have found to be compromising on ethical issues. Can such companies survive? Explain with examples. **(15)**
- Q.9** As a junior manager working in HR department you've found that lot of unethical activities are going on in the department. What you would do in such a situation? **(15)**
- Q.10** As a general manager of a soft drink making company, what CSR activities you will undertake? **(15)**

* * * * *