

Code: 9E00301

MBA III Semester Regular and Supplementary Examinations April 2014

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(For students admitted in 2010, 2011 and 2012 only)

(Common Paper)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 How far do ethics influence decision making in modern business organizations?
- 2 Explain ethical responsibilities of a good marketer.
- 3 What is the significance of ethical conduct in selection process?
- 4 Elaborate on financial frauds and measures to combat them.
- 5 Explain the threats faced by intellectual property rights. How do you suggest ways to protect them?
- 6 Explain the purpose and philosophies of corporate governance.
- 7 Explain the appointment, duties and responsibilities of directors of a company.
- 8 How does corporate social responsibility contribute towards social development? Take Indian corporates as case and explain.
