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E – 5175

Reg. No. :



Name :

Second Semester M.Com. Degree Examination, October 2018
Paper – II : CO 222 : BUSINESS ETHICS AND CORPORATE
GOVERNANCE
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions in **two** or **three** sentences. Each question carries **2** marks.

(10×2=20 Marks)

1. Explain the concept of Descriptive Ethics.
2. What is corporate culture ?
3. Explain the concept of ethical leadership.
4. What is diversity ?
5. What do you mean by wisdom management ?
6. Explain the concept of shareholders value.
7. Explain the concept of EVA.
8. What is Corporate Excellence ?
9. What is work life balance ?
10. What do you mean by business ethics ?

SECTION – B

Answer **any five** questions. Each question carries **5** marks.

(5×5=25 Marks)

11. Discuss the need for code of ethics.
12. Discuss ethical issues involved in marketing.
13. What are the components of diversity culture ?

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14. Explain the objectives of Corporate Governance.
15. How do you measure shareholders value ?
16. What are the stages of knowledge generation process ?
17. What are the components of great work culture ?
18. What are the objectives of social audit ?

SECTION - C

Answer any two questions. Each question carries 15 marks.

(2×15=30 Marks)

19. What are the benefits of ethical management ?
 20. Discuss the factors influencing business ethics.
 21. How do you balance work and life ?
 22. What are the responsibilities of a Chairman ?
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