

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Group 2(b)

**Core Course : BM1442 BUSINESS ETHICS AND CORPORATE
GOVERNANCE**

(2014-2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all questions in one or two sentences. Each carries one mark.

1. What are Business Ethics?
2. What is Ethical Egoism?
3. Define Ethos.
4. What is code of Ethics?
5. What is cultural diversity?
6. What is attitude?
7. Define social responsibility.
8. What is the primary objective of Kumar Mangalam Birla Committee by SEBI?
9. Explain the term 'values'.
10. Name the pillars of corporate governance.

(10 × 1= 10 Marks)

SECTION – B

Answer any 8 questions. Each question carries 2 marks.

11. Why business ethics become necessary?
12. List the sources of business ethics.
13. Distinguish between Descriptive ethics and normative ethics.
14. Is ethics the same as being lawful.
15. Mention the features of good corporate governance.
16. What are the components of culture?
17. Explain self-awareness.
18. How ethics are different from morals?
19. Examine the five basic characteristics of a good work ethic.
20. State the importance of organisational culture concept.
21. Write a note on N.R. Narayana Moorthy Committee.
22. Point out the common ethical issues confronted in marketing area.

(8 × 2 = 16 Marks)

SECTION – C

Answer any six questions. Each question carries 4 marks.

23. Explain the scope of business ethics.
24. List out the benefits of corporate social responsibility.
25. Describe the importance of Corporate Governance.

26. Briefly state main mandatory requirements under clause 49 of listing agreement regarding Board of Directors.
27. What are the steps in building a strong company culture?
28. Examine the factors influencing business ethics.
29. Discuss the characteristics of business ethics.
30. Write a note on Ethical leadership.
31. Explain the Ethical Value System of an individual. **(6 × 4 = 24 Marks)**

SECTION – D

Answer **any two** questions not exceeding four pages. **Each** question carries **15** marks.

32. Why business ethics is important? Explain the benefits of business ethics.
33. Explain ethical leadership characteristics.
34. Describe the role of independent directors in corporate governance.
35. What is meant by corporate Social Responsibility (CSR) of business? Briefly explain Ackerman's model of Social Responsibility.

(2 × 15 = 30 Marks)