

(Pages : 3)

J – 1447

Reg. No. : .....

Name : .....

**Fourth Semester B.B.A. Degree Examination, March 2020**

**Career Related First Degree Programme under CBCSS**

**Group 2(b)**

**Core Course: BM 1442 BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**(2017 Admission onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences. Each question carries **1** marks

1. What is CSR?
2. What are values?
3. What is corporate culture?
4. What do you meant by environmental ethics?
5. What is code of ethics?
6. Who is a stakeholder?
7. What do you mean by corporate excellence?
8. What is utilitarianism?
9. What is corporate governance report?
10. Who is an executive director?

**(10 × 1 = 10 Marks)**

P.T.O.

## SECTION – B

Answer **any eight** questions not exceeding **one** paragraph. Each question carries **2** marks

11. What is the principal objective of business ethics?
12. What is CEO certification?
13. What is the relevance of whistle Blower policy?
14. What is sub culture?
15. What are the three levels of organisation culture?
16. What is clause 49 of listing agreement?
17. Name the principles of good corporate governance?
18. What are the obligations of a corporate to its employees?
19. What are the features of values?
20. What is the need of ethics committee?
21. List out the consequences of bad governance?
22. Name the different principles of ethics?

**(8 × 2 = 16 Marks)**

## SECTION – C

Answer **any six** questions not exceeding one page. Each question carries **4** marks

23. What are the objectives of corporate governance?
24. What are the challenges of corporate governance?

25. What are the strategies for managing cultural differences?
26. Discuss the need of business ethics in Indian context?
27. What are the factors influencing corporate governance?
28. What are the benefits of a strong corporate culture?
29. Briefly explain the components of culture?
30. What are the importances of value in Indian management?
31. How to create a strong organisation culture?

**(6 × 4 = 24 Marks)**

#### SECTION – D

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

32. Evaluate the growth of corporate Governance in India?
33. Explain the different committee of corporate governance in India?
34. Explain the corporate social responsibility of business?
35. Briefly describe the different factors influencing business ethics?

**(2 × 15 = 30 Marks)**