

M.B.A. (CBCS Pattern) Semester-III
PCB3C02 - Business Ethics & Corporate Governance

P. Pages : 1

Time : Three Hours



GUG/W/24/10691

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | What is the importance of business ethics in today's materialistic and greed based business world? | 14 |
| 2. | What are the various factors which govern ethical thought. | 14 |
| 3. | Discuss the role of ethics with special reference to Liberalisation, Privatisation and Globalization. | 14 |
| 4. | Explain the concept of corporate social Responsibility? | 14 |
| 5. | How does a corporate code inculcate professionalism in organization. | 14 |
| 6. | Analyse how far the concept of corporate Governance is being practiced in India. | 14 |
| 7. | What are the various issues in Environmental Ethics? | 14 |
| 8. | What are the main area of Ethical issues in Marketing? Explain the social and ethical ways of Advertising and media. | 14 |
| 9. | Write a detailed note on role of ethics in human resource management. | 14 |
| 10 | Write short note on any two . | 14 |
| | a) Kant's Deontological Theory. | |
| | b) OECD principles. | |
| | c) Whistle blowing and its codes. | |
| | d) Future of Indian CSR. | |
