

**B.Com(Hons) DEGREE EXAMINATION, APRIL 2020**  
**II Year IV Semester**  
**Corporate Ethics and Governance**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer **ALL** the questions

1. Define Business Ethics.
2. State any two importance of ethics.
3. What do you mean by price determination?
4. List out any two objectives of advertisement.
5. What is CSR?
6. Explain the term code of conduct?
7. State any two obstacles of social audit?
8. Define social audit.
9. What do you mean by corporate governance?
10. List out the key elements of corporate governance.

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

11. What are the characteristics of Business Ethics.
12. Discuss the benefits of managing ethics in work place.
13. What are the unethical practices in marketing?
14. Discuss about the regulatory controls to maintain ethics in advertisements.
15. What are the principles of social responsibility?
16. What are the areas covered under social audit?
17. Explain the issues involved in corporate governance.
18. What are arguments against corporate social responsibility?

**Section C** ( $2 \times 15 = 30$ ) Marks

**PART - A - Case Study - Compulsory Question**

19. State the role of CEO in business ethics and values – Discuss

**PART - B**

Answer any **ONE** questions

20. Describe corporate governance code developed by SEBI.
21. Explain the needs and methods for consumer protection.

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