

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

B.Com.(Honours) END SEMESTER EXAMINATION APRIL/NOV - 2021
SEMESTER - IV

18UBHCT4A17 - Corporate Ethics and Governance

Total Duration : 3 Hrs	Total Marks : 75
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Value is a sustained and deeply held performance for a mode of acting or achieving. Values are the things that an individual treat as important in their lives and work. Values are built upon several factors that shape one's behaviour. One must take conscious effort to identify that values are important. Values teach protocol or methodology to keep one's life satisfied and contented. There are various internal (family) and external factors (education, society, outside world exposure) impact one's life.
From the above, interpret your comment on how family play vital role in building values.
2. Describe the ways in which employees are being exploited in an organisation.
3. Explain social responsibility of business towards government.
4. Show the objectives of Social Audit of business.
5. Classify the key elements of Corporate Governance.
6. Illustrate the psychological effects of advertising.
7. Interpret the arguments against corporate social responsibility.
8. Apply the need for corporate governance in business.

Section C

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Justify regulatory controls that are essential in advertising.
10. Distinguish between social responsibility towards Community and social responsibility towards Customer?
11. Ascertain the benefits of Social Audit.
12. Determine various principles of corporate governance.

Contd...

Part B

Compulsory question (1 × 10 = 10 Marks)

13. Study the below case and answer the following question.

Maintaining customer's goodwill is valued in modern business more than anything else. At this juncture,

a) even in times of increased taxes and excise duties, some firms may not increase the price of goods, but reduce the profit margin thereby maintaining relationship with customers,

b) On the other hand, some firm aims at increased profits, leaving ethical standards behind and showing less interest towards customer relations.

(i) Compare the cases of a) and b) and assess which would be suitable for today's business.

(ii) Criticize the above statement and conclude your valuable solution.