

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 EXAMINATIONS APRIL - 2024

SEMESTER - IV

**20UBHCT4018 - Corporate Ethics and Governance**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

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

1. Explain the importance of business ethics.
2. Discuss about false claims in advertisements. What measures could you suggest to prevent them?
3. Discuss the role of government in regulating and promoting Corporate Social Responsibility.
4. Rephrase corporate governance.
5. Interpret the Internal and external ethics of business.
6. Compute the effects of advertisement.
7. Classify the importance of Corporate social responsibility.
8. Determine the Benefits & issues involved in corporate governance.

### **Section C**

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

9. Describe the factors Influencing business ethics.
10. Relate the ethics of business and explain the a)Hiring employees b)Screening practices c)Promotions d)Wages.
11. Justify the regulatory controls to maintain ethics in advertisement.
12. Appraise the Corporate social responsibility (CSR)- responsibilities to stakeholders, competitors, employees, customer, community, the Government.

II - Compulsory question ( $1 \times 10 = 10$  Marks)

13. Define corporate governance. State its objectives, characteristics and functions.

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