

APRIL 2021

**65168/KDAXB/KDFXA**

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Define ethics.
2. Who is a leader?
3. What is advertising?
4. Mention the need for professional ethics.
5. Expand the term CSR.
6. What is corporate responsiveness?
7. Give the meaning of corporate governance.
8. Who are shareholders?
9. Why do you need code of governance?
10. What is Birla committee?
11. Define utilitarianism.
12. Give the major ethical issues on Indian companies.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Narrate the practices of ethical leadership.
14. Point out various rights exercised by an employee of an enterprise.
15. Who are the beneficiaries of CSR activities?
16. Find out the importance of corporate governance.
17. Write a note on code of governance.
18. How do unethical practices affect ecology?
19. How do you build value system?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Explain various ethical theories.
21. What are the ethical regulations governing advertisements?
22. Point out the need for corporate social responsibility.

23. Describe various governance committees for corporates.
  24. Trace out the report of Birla committee.
  25. Discuss the need for business ethics.
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