

APRIL 2017

65168/KDAXB/
KDFXA

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define code of conduct.
2. What do you mean by value?
3. What is meant by integrity?
4. Define conflict.
5. What is energy?
6. What do you mean by professional ethics?
7. What is responsibility?
8. What is corporate governance?
9. Who are shareholders?
10. Who is a director?
11. What is Governance committee?
12. Define "ethics".

II M. Com . Business Ethics , Corporate , Governance and
Social Responsibility.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. Bring out the characteristics of business ethics.
14. Explain the benefit of business ethics.
15. Discuss about the merits of advertising in ethics.
16. Explain the principles of corporate social responsibility.
17. What are the study show benefit of CSR?
18. Brief about the ethical responsibilities of business.
19. What are the needs for corporate governance?
23. Explain the narrow view profit maximization of MNCs.
24. Discuss about the pyramid of corporate social responsibility with its values.
25. Discuss the social contract with the benefits to development of Global business.

SECTION C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. What are the potential ethical issues faced by modern corporations?
21. Identify the ethical issues of which carol needs to be aware.
22. Explain in harms of advertising in ethical mode.