

C 4403

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

(End Semester Examination)

Fourth Semester

Part II

(Regular/Supplementary)

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following.

(5 × 4 = 20 Marks)

1. Routes of Globalisation.
2. Purpose of Business Ethics.
3. Rating agencies.
4. Factors influencing Corporate Governance.
5. Naresh Chandra Committee.
6. Protective functions of SEBI.
7. Ethical behaviour.
8. Corporate sustainability.

PART — B

Answer ALL of the following questions.

(5 × 10 = 50 Marks)

9. (a) What is corporate governance? Also describe the ethics of corporate governance.

Or

- (b) What is meant by Stakeholders? Describe those stakeholders who are being affected by or can affect the organisation.
10. (a) What is Good Corporate Governance? State its benefits.

Or

- (b) What is Insider Trading? How to curb it?

Turn Over

11. (a) What do you mean by failures of corporate Governance? State major corporate governance failures.

Or

(b) List out common Governance problems in various corporate failures.

12. (a) In what way SEBI influence the regulatory frame work of Corporate governance in India.

Or

(b) Explain the relation and inter relationship between CSR and Business ethics.

13. (a) Enumerate various CSR models with their distinctive features.

Or

(b) Attempt the following :

(i) Crisis management

(ii) Origin of CSR.
