

- (a) ethos
 (b) ethies
 (c) ethees
 (d) ethise
- 1-f. Avoiding 'plagiarism' is known to be law of. (CO3, K1) 1
 (a) confidentiality
 (b) copyright
 (c) courtesy
 (d) Avoiding copy and paste
- 1-g. Atmospheric issues include all the following except. (CO4, K2) 1
 (a) acid rain
 (b) global warming
 (c) air pollution
 (d) water quantity
- 1-h. Codes of conduct and codes of ethics. (CO4, K1) 1
 (a) are formal statements that describe what an organization expects of its employees
 (b) become necessary only after a company has been in legal trouble
 (c) are designed for top executives and managers, not regular employees
 (d) rarely become an effective component of the ethics and compliance program
- 1-i. To be successful, business ethics training programs need to. (CO5, K1) 1
 (a) focus on personal opinions of employees.
 (b) be limited to upper executives.
 (c) educate employees on formal ethical frameworks and models of ethical decision making.
 (d) promote the use of emotions in making tough ethical decisions.
- 1-j. Which of the following statements about marketing is true? (CO5, K2) 1
 (a) It only needs one person willing to pay for a marketing exchange to take place.
 (b) Marketing is consumer exploitation
 (c) Marketing is concerned with making the sale; contract law is concerned with the exchange.
 (d) Marketing is only possible if exchange is possible.

2. Attempt all parts:-

- 2.a. List the characteristics of a fraudster or a corrupt employ of a company. (CO1, K1) 2
 2.b. Briefly discuss SEBI's Clause 49. (CO2, K2) 2
 2.c. Define "Ethical Dilemma". (CO3, K1) 2
 2.d. Define complex ethical dilemma. (CO4, K1) 2
 2.e. Discuss the need of ethics. (CO5, K2) 2

SECTION-B

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3. Attempt all parts:-

3.a. Answer any one of the following:-

3.a.(i)	Describe the basic Principles of Corporate Governance. (CO1, K2)	6
3.a.(ii)	Discuss the primary objective of Corporate Governance. (CO1, K2)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Explain the role of committee in enhancing the board's relationship with institutional shareholders and other stakeholders. (CO2, K2)	6
3.b.(ii)	Describe the important bodies which make the corporate governance framework in India. (CO2, K2)	6
3.c.	Answer any one of the following:-	
3.c.(i)	Discuss in detail the guiding principles of business ethics. (CO3, K2)	6
3.c.(ii)	Describe the ways which you can stay out of trouble at workplace. (CO3, K2)	6
3.d.	Answer any one of the following:-	
3.d.(i)	Discuss the essentials of Gandhian leadership. (CO4, K2)	6
3.d.(ii)	Explain Five principles for ethical decision making. (CO4, K2)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Discuss the various Ethical Management Programmes. (CO5, K2)	6
3.e.(ii)	Explain the ways, business associations in India endeavour to check marketing malpractices. (CO5, K3)	6
SECTION-C		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Discuss the social responsibilities of business and how a business enterprise can achieve it. (CO1, K3)	10
4-b.	Discuss the recommendations made by Cadbury Committee. (CO1, K2)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	"The concept of the Chairman cum Managing Director in Public Sector Undertakings has been in vogue for quite some time. This defeats the purpose of Chairman of Board for Directors exercising checks and balances on the performance of Managing Director / Chief Executive Officer." Discuss. (CO2, K2)	10
5-b.	"Chairman of the BOD has a pivotal role in the performance of BOD". Support your answer with reasons and example. (CO2, K6)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Explain different types of ethical dilemma and how that can be dissolved. (CO3, K3)	10
6-b.	Discuss in detail the three points of conflict between organizational and individual goals. (CO3, K2)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Explain the Gandhian views on societal management. Analyse the current state of society in this reference. (CO4, K4)	10
7-b.	Examine development steps for Holistic Development. (CO4, K4)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	A manufacturing company provides jobs for many people in a small town where employment is not easy to find. The company has stayed in the town even though it	10

could find cheaper workers elsewhere, because workers are loyal to the company due to the jobs it provides. Over the years, the company has developed a reputation in the town for taking care of its employees and being a responsible corporate citizen. The manufacturing process used by the company produces a by-product that for years has flown into the town river. The by-product has been considered harmless but some people who live near the river have reported illnesses. The by-product does not currently violate any anti-pollution laws. Discuss the issues of integrity, ethics and law posed in the case study. Provide your opinion and what company should do? (CO5, K5)

- 8-b. Could you give your view on the tension between businesses interests in maximizing profits and the public's interest in receiving complete, truthful, and non-misleading information about products that they purchase. (CO5, K5)

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