

Total Marks : 75

Duration: 2.5 hrs

NB 1. All questions are compulsory

2. All questions carry equal marks

3. Figures to the right indicate maximum marks

Q1 A) Fill in the blanks with correct alternative (answer any 8) (08 marks)

1. Ethics is derived from the Greek word \_\_\_\_\_ which means character. (ethos, mos, meta, none of the above)
2. Business ethics is a part of \_\_\_\_\_ ethics (teleological, normative, virtue, applied)
3. \_\_\_\_\_ is an attempt by a corporate employee to disclose wrong doing in an organisation (insider trading, whistle blowing, corporate crime, window dressing)
4. Tax \_\_\_\_\_ is an arrangement through which some individuals or organisations reduce tax liability by legal means (avoidance, evasion, syndication, remittance)
5. \_\_\_\_\_ is a voluntary, self-regulatory council, which seeks to ensure that advertisements confirm to its code of conduct (IRDA, SEBI, ASCI, PETA)
6. \_\_\_\_\_ is an example of a white collar crime (price fixing, pollution, embezzlement, false advertising)
7. Clause \_\_\_\_\_ in the listing agreement deals with Corporate governance ( 53, 79, 49, 99)
8. The \_\_\_\_\_ theory explains the relationship between principals and agents in business. (agency, shareholder, stockholder, leadership)
9. As per SEBI guidelines, the audit committee shall meet \_\_\_\_\_ times a year (two, three, four, five)
10. \_\_\_\_\_ accounting is the application of double entry book keeping to socio economic analysis (Management, Financial, Human Resource, Social)

Q1 B) Match the following (answer any 7)

(07 marks)

S no	Column 1	S no	Column 2
1	Ethical issues in IT	A	Stereotyping
2	Ethical issue in marketing	B	Window dressing
3	Ethical issues in advertising	C	Corruption
4	Ethical issue in finance	D	Waste management
5	Ethical issue in HRM	E	Use of animals for drug testing
6	Ethical issue in International business	F	Spamming
7	Ethical issue in environment	G	Recruitment and selection
8	Ethical issues in medicine	H	Composition of the board of directors
9	Ethical issues at work-place	I	Distortion of facts to mislead customer
10	Ethical issues in corporate governance	J	Discrimination

Q. P. Code: 34354

Q2 A) Explain the need for ethics. (08 marks)

Q2 B) What are the features of ethics? (07 marks)

OR

Q2 P) Explain the importance of ethics in business (08 marks)

Q2 Q) Explain the role played by government in ensuring business ethics (07 marks)

Q3 A) What is need for employee code of conduct? (08 marks)

Q3 B) Explain the importance of ethics at workplace. (07 marks)

OR

Q3 P) What is the importance of ethics in advertising? (08 marks)

Q3 Q) What are the various unethical advertising practises in India? (07 marks)

Q4 A) What is the difference between tax avoidance and tax evasion? (08 marks)

Q4 B) What should be the ethics for a finance manager? (07 marks)

OR

Q4 P) Define corporate governance. Explain the need for corporate governance (08 marks)

Q4 Q) What are the various theories of corporate governance? (07 marks)

Q5 A) Explain Caroll's four part pyramid for CSR. (08 marks)

Q5 B) What are the recent regulatory guidelines for CSR in India? (07 marks)

OR

Q5 P) Write short notes on ( any three) (15 marks)

1. Triple bottom line
2. Emerging trends in corporate governance
3. Ethical leadership
4. Code of conduct
5. Insider trading

\*\*\*\*\*