

**PJ-524**

III Semester M.com. (FA) Examination, January - 2020
(CBCS Scheme)

COMMERCE**Paper - 3.1 : Business Ethics and Corporate Governance**

Time : 3 Hours

Max. Marks : 70

Section - A

1. Answer **any seven** questions out of **ten**. Each question carries **2** marks. **7x2=14**

- (a) Define Business Ethics.
- (b) Distinguish between Law and Ethics.
- (c) What do you mean by cognitivism ?
- (d) Define social responsibility.
- (e) What is deceptive marketing ?
- (f) What are ethical dilemmas ?
- (g) What do you mean by software piracy ?
- (h) What is job discrimination ?
- (i) What is insider trading ?
- (j) What is whistle blowing ?

Section - B

Answer **any four** questions. Each question carries **5** marks.

4x5=20

2. Explain the importance of ethics in business.
3. "The scope of ethics is broader than law". Do you agree ? Substantiate.
4. Explain the ethical dilemmas in marketing.
5. What are corporate crimes ? How can they be controlled ?
6. What are the salient features of Narayana Murthy committee ?
7. What is agency theory ? Explain its features.

**Section - C**

Answer **any three** questions. Each question carries **12** marks.

3x12=36

8. Discuss the arguments in favour of and against ethics in business.
9. Compare free-market theory of corporate responsibility with social contract and stakeholder perspectives of corporate social responsibility.
10. Discuss the common deceptive marketing practices giving examples.
11. Should corporate managers prevent whistle-blowing ? Why or why not ?
12. 'Corporate governance is achieving the balance between individual goals, social goals and community goals'. Elucidate.

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