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Semester M.Com. Degree Examination, December 2009/January 2010
(2007-08 Scheme) (New)

COMMERCE

Paper- 3.2 : Business Ethics and Corporate Governance

: 3 Hours

Max. Marks : 80

SECTION - A

Answer any ten of the following in about 3-4 lines each. Each sub-question carries two marks.

(2×10=20)

Question carries
(3×15)

- a) What is whistle blowing ?
- b) Define Business Ethics.
- c) What is Deceptive Marketing ?
- d) Define Social Responsibility.
- e) Define Kantianism.
- f) What is insider trading ?
- g) State two differences between individualism and collectivism.
- h) What is merger ?
- i) State 4 faces of social responsibility.
- j) What is corporate governance ?
- k) What is Salami Slicing ?
- l) What is scavenging techniques ?

SECTION - B

Answer any three of the following. Each question carries 5 marks.

(3×5=15)

What do you mean by ethical code ?

Compare Deontology with Utilitarianism.

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4. Explain the major types of corporate crimes.
5. What is socially responsible advertisement ?
6. What are responsibilities of corporate towards society.

SECTION - C

Answer any three of the following. Each question carries 15 marks.

(3x15)

7. Explain the unethical practices in marketing.
8. In India corruption is taking place in most of the daily activities. As a student, ethics suggest steps to eradicate and control such corruption.
9. In situations like recession, explain the role of HR manager in terms of ethical practices.
10. "Finance would be impossible without ethics" Comment.