PG Even Semester (CBCS) Exam., May—2019

COMMERCE

(2nd Semester)

Course No. : COMCC–202

(Business Ethics and Corporate Governance)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Discuss the characteristics and importance of business ethics. 6+8=14

2. Discuss the relevance of values in management. 14

UNIT—II

3. Write a note on the lessons from *Gita* on ethics. 14

4. Write a note on the contribution of Gandhiji's ethics on business. 14

UNIT—III

5. What do you mean by corporate social responsibility? Discuss the arguments for and against corporate social responsibility. 4+5+5=14

6. Discuss the importance of ethics in marketing and human resource management. 7+7=14

UNIT—IV

7. What is corporate governance? Discuss the advantages of corporate governance. 4+10=14

8. Write a note on agency theory and stakeholder theory of corporate governance. 7+7=14

UNIT—V

9. Write a note on the factors influencing CSR policy. Also discuss the role of HR professional in CSR. 7+7=14

10. Write short notes on any *two* of the following : 7×2=14

(a) CSR through triple bottom line in business

(b) Global reporting initiative with special reference to CSR

(c) CSR and sustainable development

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