

RM4F323

54 Bms
Sem IV
25/3/23
F.C.

Marks: 75

Duration: 2 ½ hrs

Note: 1) All Questions are compulsory

2) Figures to the right indicate full marks.

Q1. A. Fill In the Blanks with correct options. (Any 8)

(08)

1. A common yardstick for ethical decision making is to use _____ as a base for providing direction. a) human rights b) social c) policy d) unethical
2. _____ Ethics is that branch of ethics that deals with specific, often controversial moral issues in various fields.
a) Transiently b) Applied c) Egoism d) Normative.
3. _____ is the regulatory body for Securities Market in India.
a) SEBI b) WTO c) NSE d) BSE
4. Market research practice of misusing confidential consumer information violates the consumer's right to _____. a) Privacy b) Promotion c) Consumer d) Society.
5. An employee code of conduct once signed by the employee can be used as a _____ tool for employee misconduct. a) Ego b) Legal c) Ethical d) HRM
6. Corporate Governance has _____ significance. a) Limited b) Local c) Universal d) Zero
7. _____ is the original proposer of the stakeholder theory.
a) Edward Freeman b) Philip Kotler c) Norman Freeman d) Henry Ford
8. The three-dimensional aspect of CSR are Economic, Social and _____.
a) Technological c) Political c) Legal d) Environmental
9. Sachar Committee was formed by Government of India in _____.
a) 1978 b) 1985 c) 1982 d) 1981
10. Consumerism has come up to protect the rights of _____.
a) Manufacturer b) Service Provider c) Consumer d) Seller

B State whether the following statements are True or False: (Any 7)

(07)

Sr.	Column A	Sr.	Column B
1.	Meta ethics	A.	2 tier model
2.	Ethical issues in finance	B.	Induction & Training
3.	Ethical issue in product	C.	Mix model
4.	New employees	D.	Moral language or moral facts
5.	Leaders	E.	Poor design or quality
6.	SEBI	F.	Protect the interest of investors
7.	Indian model of Corporate Governance	G.	Role model
8.	German model of Corporate Governance	H.	Social balance sheet and social income statement

9.	Cost benefit analysis	I.	The Love of the fellow human
10.	Philanthropy	J.	Window dressing

- Q.2 A Explain the term Ethics and the importance of Ethics. (08)
 B What are the needs and objectives of Business Ethics? (07)
 OR
 C What are the advantages of Business Ethics? (08)
 D Explain the Business Ethics Culture in India. (07)
- Q.3 A Explain the meaning of Ethics in Marketing. (08)
 B Discuss the types of Unethical advertisements. (07)
 OR
 C Explain the Role of SEBI in ensuring Corporate Governance. (08)
 D Discuss the importance of ethics in Human Resource Management. (07)
- Q.4 A Define Corporate Governance. Explain the need for Corporate Governance. (08)
 B What is Insider Trading? Explain its forms. (07)
 OR
 C Discuss the emerging trends in Corporate Governance. (08)
 D Explain in detail the Stewardship Theory of Corporate Governance. (07)
- Q.5 A Explain Carroll's Four-Part Model of CSR (08)
 B What are the ethical issues and dilemmas in international business (07)
 OR
- Q5 **Write short notes (ANY 3)** (15)
- 1 Anglo-American Model of Corporate Governance.
 - 2 Code of ethics.
 - 3 Importance of Social Accounting.
 - 4 Whistle Blower.
 - 5 Trends in CSR.
