

Code: 9E00301

MBA - III Semester Regular & Supplementary Examinations, January/February 2013

**BUSINESS ETHICS & CORPORATE GOVERNANCE**

(For students admitted in 2009, 2010 and 2011 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 What are the stages in modern decision making process?
- 2 What are the marketing ethics? Why should a firm follow these? Explain.
- 3 Answer the following:
  - (a) Ethics at workplace.
  - (b) Ethics in performance appraisal.
- 4 Why should a firm follow ethics in finance? Explain.
- 5 Answer the following:
  - (a) Intellectual property rights.
  - (b) Cyber crimes.
- 6 It has been put to you that one of the merits of ethics is that it provides an understanding for the principles of corporate governance? What do you make of that argument? If it is rejected; what other principles should under lie corporate governance, if they are not ethical ones? Discuss.
- 7 Discuss the following:
  - (a) Institutional investors.
  - (b) Directors.
  - (c) Auditors.
- 8 Why does business needs society's approval in order to function? What may happen if society disapproves of a business activity?

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