

**S.D.E.**

**B.B.A. (2006 COURSE) SEM- IV : WINTER - 2017**  
**SUBJECT: BASICS OF CORPORATE GOVERNANCE AND BUSINESS ETHICS**

Day: **Saturday**  
Date: **23/12/2017**

**W-2017-4114**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: **80**

**N.B.;**

- 1) Attempt **ANY FIVE** questions from Section – **I**. Each question carries **10** marks.
- 2) Attempt **ANY TWO** questions from Section – **II**. Each question carries **15** marks.
- 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.

- Q.1** Define business ethics. Explain various ethical issues in business decision making.
- Q.2** Explain the role of government and legislation in enforcing business practices.
- Q.3** Explain ethics in Human Resource Management.
- Q.4** What role ethics can play in sustainable environment?
- Q.5** Explain narrow and broad view of corporate social responsibility.
- Q.6** What is meant by value based managerial behaviour and leadership?
- Q.7** Write short notes on **any TWO** of the following:
- a) Business ethics and profit
  - b) Universalism
  - c) Arguments for and against corporate social responsibility

**SECTION - II**

- Q.8** As an engineer working with a car manufacturing company, you have come to know that the company is using computer software that can cheat Pollution Under Control (PUC) test that is mandatory for cars to pass. What would you do in such a situation?
- Q.9** As an owner of a pharmaceutical company, how will you ensure ethical culture in the organization?
- Q.10** Keeping an eye on making more and more profits, some organizations are not paying enough attention to ethical issues. Can such organization survive in the long run? Explain with examples.