

Code: 9E00301

MBA & MBA (Finance) III Semester Regular & Supplementary Examinations November/December 2017

BUSINESS ETHICS & CORPORATE GOVERNANCE

(For students admitted in 2013, 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Define the business ethics and historical perspective.
- 2 Explain the significance of marketing ethics.
- 3 Briefly explain the role and significance of ethics in recruitment and selection.
- 4 Briefly explain the components related to in sides trading.
- 5 Briefly explain the intellectual property rights in ethical issues related with patents, trademarks and copy rights.
- 6 Briefly define the purpose and benefits of corporate governance.
- 7 Briefly explain the role, duties and rights of directors in managing ethics in corporates.
- 8 Define the role of corporate social responsibility in current globalization era.
