



UN – 440-R

V Semester B.B.M. Examination, November/December 2015
(Semester Scheme)

(F + R) (2014 – 15 & Onwards)

BUSINESS MANAGEMENT

5.4 : Corporate Governance

Time : 3 Hours

Max. Marks :100

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any 8** questions. **Each** question carries **2** marks. **(8×2=16)**
- What is code of conduct ?
 - Give the meaning of emotional honesty.
 - What is ethics in management ?
 - Give the meaning of corporate crimes.
 - What is corporate culture ?
 - State any 2 benefits of corporate governance.
 - State the origin of Naresh Chandra Committee.
 - Who is an Executive Director ?
 - What is corporate social responsibility ?
 - Give the meaning of insider trading.

SECTION – B

Answer **any 3** of the following questions. **Each** question carries **8** marks. **(3×8=24)**

- Discuss the significance of ethics in business.
- Explain different factors that influence ethical marketing behaviour.
- Discuss principles of personal ethics for managers.
- What are the different cultural concepts ? Discuss.

P.T.O.



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SECTION - C
BUSINESS MANAGEMENT

Answer question No. 10 which is **compulsory** and **any three** of the remaining, **each** question carries **15** marks. **(4×15=60)**

6. Explain different ethical issues related to business.
7. What are major computer crimes and technical attacks on information system ?
8. Discuss the professional ethics for managers towards organisation and the community.
9. Explain the importance of organisational culture for the success of an organisation.
10. Discuss the role and importance of corporate governance in improving the performance of corporate sector.

SECTION - B

Answer any 3 of the following questions. Each question carries 8 marks. (3×8=24)

1. Discuss the significance of ethics in business.
2. Explain different factors that influence ethical marketing behaviour.
3. Discuss principles of personal ethics for managers.
4. What are the different cultural concepts? Discuss.