



PG – 521

Third Semester M.Com. Degree Examination, December 2015  
(CBCS Scheme)  
Commerce

Paper – 3.1 : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer all Sections.

SECTION – A

1. Answer **any seven** of the following sub-questions. **Each** sub-question carries **two** marks. (7x2=14)
- Define business ethics.
  - Distinguish between values and attitudes.
  - What is cognitivism ?
  - What is CSR ?
  - What is ethical dilemma ?
  - Define creative accounting.
  - What is hostile takeover ?
  - What is software piracy ?
  - Define Corporate Governance.
  - What is computer crime ?

SECTION – B

Answer **any four** questions of the following. **Each** question carries **five** marks. (4x5=20)

- Write a note on ethical congruence.
- Explain the linkage between ethics and business performance.
- Discuss the diagnostics model of social responsiveness.
- Narrate the benefits of Corporate Governance.

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PG – 521

PAPER 11 AND DATE 10/10/2011

6. What are ethical dilemmas in marketing ? Explain.
7. Compare individualism and collectivism in HRM.

## SECTION – C

Answer **any three** questions. **Each** question carries **12** marks.

**(3×12=36)**

8. Discuss the significance of ethics in business.
  9. Critically examine the ethical theories.
  10. Give a brief account of deceptive marketing practices in Indian business.
  11. Describe the ethical issues relating to computer applications.
  12. Narrate the provisions of the New Companies Act, 2013, relating to changes in corporate governance issues.
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