

2071
Master of Commerce, Fourth Semester
MC-403: Business Ethics and Corporate Governance
(Same for USOL)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. What is the importance of business ethics in environment protection? Discuss the need for a set of ethics for the environment protection, pollution minimization and social welfare. (16)
- II. Discuss the various ethical issues in marketing (in Product, Pricing, Place and promotion). Discuss the significance of these issues for consumer protection. (16)
- III. Write short notes on the following:-
 - a) Ethical Issues at the Top Management
 - b) Ethical Universalism (2x8)

UNIT - II

- IV. What do you mean by ethical dilemma? Do you think that managerial integrity and wisdom based leadership can help in solving this dilemma? (16)
- V. Do you agree that there is a complexity of ethical issues in corporate governance? Why there arise conflicts in decision making from ethical and economic point of view and among various ownership patterns. (16)
- VI. Write short notes on the following:-
 - a) The Hampel Report on corporate governance system
 - b) Corporate Governance from Global and National Perspectives (2x8)

UNIT - III

- VII. What is internal corporate governance? Discuss the role of board of directors and its various functional committees for efficient corporate governance. (16)
- VIII. Write short notes on the following:-
 - a) Whistle Blowers and Corporate Governance
 - b) Naresh Chandra Committee Report on Corporate Governance Issues (2x8)

P.T.O.

(2)

UNIT - IV

- IX. According to the case, "China Aviation Oil's Collapse: Singapore INC's Challenges":
- a) What had been the significant reasons for China Aviation Oil's Collapse?
 - b) How the Company's Collapse Challenged the Country's New Corporate Governance Regime?
 - c) Discuss the various unethical practices and the failures of appropriate corporate governance learned in this case. (16)
- X. According to the case study 'Obesity Concerns: Burger King's Product Revenges' it is depicted that Burger King has contributed to obesity and unhealthy eating behaviors in Western nations by producing products that contain large amounts of salt, fat, etc.
- a) Was this an unethical business practice?
 - b) How Burger king initiated efforts to makeover its menu by introducing a new line of low-fat food items?
 - c) What do we learn from this case about the need for corporate social responsibility and ethical trade practices? (16)

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