

Course	: BBAR	Date	: 14-Feb-26
Subject Code	: BBAR-603	Time	: 11:30am to 01:45pm
Subject Name	: Corporate Governance & Business Ethics	Duration	: 02.15 Hours
		Max. Marks	: 70

1. Explain Ethical Principles in details.
2. Define Value. Explain nature of Value in detail.
3. Describe the impacts of Ethical leadership.
4. State and explain approaches to resolve ethical dilemma.
5. Explain Importance of Marketing Ethics.

Answer the following (Attempt any four) (20)

1. Explain role of ethics in Human Resource Management.
2. What are the characteristics of Ethics in operations Management?
3. How ethics is important for Finance?
4. Explain any two Ethical issues faced by IT
5. Explain Corporate Governance in India
6. Proxy Advisors is Boon or Bane for Corporate Governance. Give your views.

Part – A (Multiple Choice Questions) (10)

- Which of the following is an example of a corporate governance disclosure ?
 - A company's annual report
 - A company's advertising campaign
 - A company's social media presence
 - A company's press release
- Why is corporate governance important for companies in India ?
 - To comply with legal requirements
 - To enhance transparency and accountability
 - To improve access to capital markets
 - All of the above
- Who headed the Narayana Murthy Committee on Corporate Governance in India ?
 - Naresh Chandra
 - Narayana Murthy
 - Uday Kotak
 - Ratan Tata
- When was the Kumar Mangalam Birla Committee formed
 - 1998
 - 2005
 - 2000
 - 2010
- Characteristics of Code of Conduct includes _____
 - Comprehensive
 - Flexibility
 - Accessibility
 - All of above

- 6 How many companies are registered under BSE ?
 A 3000 B 4000
 C 5000 D 6000
- 7 "Shareholder activism in India is still in a nascent stage" said by
 A TT Ram Mohan B Bimal Jalan
 C JN Gupta D Banshi Mehta
- 8 Artha and Kama are subject of.....
 A Vividhta B Kushalam
 C Dharma D Jigyasa
- 9 Ethical Considerations in HR Management Include
 A Fairness B Honesty
 C Responsibility D All of above
- 10 Which of the following is an example of ethical product development ?
 A Selling products without disclosing potential health risks B Using environmentally harmful materials in product manufacturing
 C Conducting safety tests to ensure products meet regulatory standards D Introducing products to market without conducting market research

Part – B (Do as Directed)

(10)

- 1 What is Deceptive Advertising?
- 2 Define Standards.
- 3 Give meaning of Utilitarianism.
- 4 What is Annual Report?
- 5 Give full form of CII.
- 6 A type of director who is not an employee of the company and does not have any material relationship with the company is called _____
- 7 Give any two types of Code of Conducts in Organization .
- 8 Give full form of EGM.
- 9 What is the role of a code of ethics in production?
- 10 Give types of Whistle Blowing.
