(Pages : 2) **R – 6294**

Reg. No. : .....

Name : .....

First Semester M.com Degree Examination, May 2023

Paper I : CO 211 BUSINESS ETHICS AND CORPORATE GOVERNANCE

(2018 Admission Onwards)

Time : 3 Hours Max. Marks : 75

SECTION – A

Answer **all** questions. **Each** question carries **2** mark.

1. Define Corporate Governance.
2. What do you mean by ethical congruence?
3. Explain transaction cost theory of corporate governance.
4. Explain discrimination.
5. Describe Carroll's CSR Pyramid.
6. Distinguish between values and attitudes.
7. What is corporate excellence?
8. Define pragmatism.
9. Explain normative ethics.
10. What are knowledge assets?

(10 × 2 = 20 Marks)

P.T.O.

SECTION – B

Answer any **Five** questions. **Each** question carries **5** mark.

11. Define code of conduct. Explain the benefits of good code of conduct.
12. Discuss the factors that pushes business towards CSR.
13. Explain Psychological Expectancy Model in HRM.
14. Explain the steps in building and maintaining organization culture.
15. How does ethics differ from morality?
16. Give the stages of knowledge management.
17. Discuss the guidelines for managing ethics in organizations.
18. Explain the importance of building corporate image.

(5 × 5 = 25 Marks)

SECTION – C

Answer **any Two** questions of the following questions. **Each** question carries **15** marks.

19. Discuss the benefits and types of CSR.
20. Explain the positive outcomes a business could enjoy while adopting a policy of Social responsibility.
21. Discuss the benefits of managing ethics at workplace.
22. Give a brief note on the General Moral Imperatives.

(2 × 15 = 30 Marks)
