

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015 – 2016 and thereafter)

SUBJECT CODE: 15CM/MC/EC34

B.Com./B.Com.(CS) DEGREE EXAMINATION NOVEMBER 2019
COMMERCE
CORPORATE SECRETARYSHIP
THIRD SEMESTER

COURSE : MAJOR – CORE
PAPER : BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS:

(10 x 2 = 20)

1. What is meant by Business ethics?
2. What is ethical dilemma?
3. What is whistle blowing?
4. What are the three aspect of fair marketing?
5. Mention any three harmful products sold in the markets.
6. What is insider trading?
7. What is Corporate Governance?
8. What do you mean by Corporate Social Responsibility?
9. What is advertising?
10. What do you mean by business giving?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. Explain the importance of Corporate Sustainability.
12. Explain the characteristics of good governance.
13. What are the dangers of Whistle Blowing?
14. What are the three pillars of Corporate Governance?
15. Explain the various effects of advertising.
16. Explain the social responsibility of business towards employees.
17. Explain the limitations of social responsibility.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the role and importance of ethics in business.
19. Explain the unethical practices in marketing.
20. What are the arguments for and against corporate social responsibility?
21. What are the key components of successful corporate governance?
