

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086
(For candidates admitted during the academic year 2019-2020 and thereafter)

COURSE CODE: 19CO/MC/CG23

B.COM DEGREE EXAMINATION - APRIL 2022
CORPORATE SECRETARYSHIP
SECOND SEMESTER

COURSE : MAJOR – CORE

PAPER : CORPORATE ETHICS AND GOVERNANCE

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer all questions:

(10 x 2 = 20)

1. Define Business Ethics.
2. Write a short on Price fixing in marketing.
3. What is “Puffery” in advertising?
4. Mention any two Takeover tactics.
5. What is CSR programme?
6. Who is a Whistle Blower?
7. List out the four pillars of Corporate Governance.
8. Give an example for the situation "Ethical but Unlawful".
9. State the applicability for CSR programme of every company under the Companies Act 2013.
10. What do you mean by Churning?

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Write in detail on the scope of Business Ethics.
12. What are the arguments against Insider Trading?
13. Describe the different types of Social Responsibilities in relevance to CSR.
14. Explain the advantages and limitations of Whistle Blowing.
15. What are the factors that influence Business Ethics?
16. Discuss the Professional Ethics to be maintained in working premises.
17. Give a detailed note on the need and Principles of Corporate Governance.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Summarise the Ethical issues in Advertising and Marketing with illustrations.
19. Define Ethical Dilemma. What are the Sources of Ethical Dilemma?
20. Discuss the Ethical Issues related to Financial Services and Financial markets.
21. Elaborate the duties and responsibilities of Board of Directors and the Board Committees formed for Corporate Governance.
