

B.COM DEGREE EXAMINATION - APRIL 2023
CORPORATE SECTARYSHIP
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 note on Ethical Dilemma.
3. Write a note on “Ethics in advertising”.
4. What is meant by financial Ethics?
5. What are the ethical issues in financial markets?
6. Identify any two ethical pricing practices.
7. What are the 4 P's of corporate governance?
8. Write about capital market.
9. What do you mean by Corporate social responsibility?
10. Mention any two CSR activities towards stakeholders.

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Explain the objectives of Business Ethics.
12. What are the Sources of Ethical Dilemma?
13. Describe the Ethics and Morals in Advertisement.
14. Explain the Regulatory Framework in Marketing.
15. Discuss about Professional Ethics in Corporate Governance.
16. Suggest the Professional Ethics to be maintained in working premises.
17. Deliberate about the importance and Principles of Corporate Governance.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Summarise a report on Human Rights with illustrations.

19. Discuss and illustrate the role of competition Act (Case study)

Belair Residents Association versus DLF Association versus DLF Limited.

The informant in this case had alleged unfair conditions meted out by a real estate player. It has been alleged that by abusing its dominant position, DLF Limited (OP-1) has imposed a position, DLF Limited (OP-1) has imposed arbitrary, unfair and unreasonable conditions on the apartment - Allotters of the Housing Complex ‘the Belaire’, being constructed by it. As a commission who will examine the various aspects of the matter, especially the conduct of DLF Ltd.

20. Summarise the Ethical Problems related to Financial Services and Financial markets.

21. Deliberate the responsibilities of the Board of Directors and the Board Committees formed for Corporate Governance.