

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-12 & thereafter)

SUBJECT CODE: 11CM/PC/BE14

M.Com. DEGREE EXAMINATION NOVEMBER 2012
COMMERCE
FIRST SEMESTER

COURSE : CORE
PAPER : BUSINESS ETHICS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5x8=40)

1. Explain the concept of whistle blowing.
2. Write on the importance of Corporate Governance.
3. Bring out the unethical practices adopted by MNC's in India with suitable examples.
4. Discuss the unethical issues relating to advertising. Give examples.
5. Differentiate the fundamental differences in culture between India and the western countries. Examine them in the context of working conditional & work environment.
6. Explain the ethical role of business in protecting the environment and controlling pollution.
7. "Code of ethics is absolutely essential for a business enterprise engaged in ethical standards." Comment.
8. Give suggestions to eradicate bribery and corruption in India.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3x20=60)

9. What do you mean by Business Ethics? Discuss the role and importance of ethics in business.
10. Write a note on the theory of utilitarianism and explain its principles.
11. Explain the Social Responsibility of Business towards Employees, Government and Consumers.
12. "Trust building is the basis of an ethical company." Write on the trust building factors.
13. Discuss the pros and cons of Walmart entry into India.
