

**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 2013**  
**COMMERCE**  
**FIRST SEMESTER**

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

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS: (5x8=40)**

1. Explain challenges faced by the corporate world due to Whistle Blowing.
2. Define Corporate Governance. Explain the salient features involved in the context of business ethics.
3. Write a note on the moral dilemma.
4. How does one tackle the problem of conflict of interest? Explain the strategies adopted for the same.
5. Elucidate the role of government and regulatory authorities in ensuring the practice of business ethics
6. Differentiate customs from personal values.
7. Identify the constraints faced by shareholders and public due to the various perceptions of ethics adopted by corporate entities.
8. Bring out the significant role of discriminative and affirmative action.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS: (3x20=60)**

9. Explain the factors related to Corporate Social Responsibility. Illustrate the strategies used in implementing a CSR initiative with suitable examples.
10. Elaborate the various issues of ethical practices in marketing, advertising and product liability faced by businessmen in today's context.
11. Outline the responsibility of top management towards share holders and consumers in managing their business affairs.
12. "Corporate Governance has an important role in regulating the business prospects of an organization." In this context explain the meaning, structure and functions of Corporate Governance.
13. Explain the responsibility of employers and employees towards adopting ethical practices in business.

\*\*\*\*\*