

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009-2010 & thereafter)

SUBJECT CODE: CM/PE/BE13

M.Com. DEGREE EXAMINATION NOVEMBER 2010
COMMERCE
FIRST SEMESTER

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

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5x8=40)

1. Write a note on the importance of collegiality and loyalty of employees towards the organization.
2. Explain the measures adopted as “Code of Conduct” in business.
3. Write a note on the responsibility of top management towards their shareholders.
4. Elucidate the role of government and regulatory authorities in ensuring the practice of business ethics
5. Is whistle blowing justifiable? Explain the consequences with relevant examples.
6. Identify the constraints faced by shareholders and public due to the various perceptions of ethics adopted by corporate entities.
7. Bring out the significant role of discriminative and affirmative action in practicing ethics in business.
8. Elaborate on the various theories affecting ethical behaviour of employees.

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. Define Corporate Governance. Explain the ways of adopting the same in today's business.
12. What are the measures to be adopted for avoiding conflicts? How does one tackle the problem of conflict of interest? Explain the strategies adopted for the same.
13. Bring out the ethical practices adopted towards working conditions and Environment.
