

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

SUBJECT CODE: CM/PE/BE13

M.Com. DEGREE EXAMINATION NOVEMBER 2009
COMMERCE
FIRST SEMESTER

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

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. Write a note on Theory of right action.
2. Explain the measures adopted as “Code of Conduct” in business.
3. Define Corporate Governance. Explain the salient features involved in the context of business ethics.
4. Write a note on the moral dilemma.
5. How does one tackle the problem of conflict of interest? Explain the strategies adopted for the same.
6. Elucidate the role of government and regulatory authorities in ensuring the practice of business ethics
7. Differentiate customs from personal values.
8. Identify the constraints faced by shareholders and public due to the various perceptions of ethics adopted by corporate entities.

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. Discuss the different measures used in adopting ethical practices in business. Explain the responsibility of employers and employees towards business ethics.
11. Elaborate the various issues of ethical practices in marketing, advertising and product liability faced by businessmen in today’s context.
12. Outline the responsibility of top management towards share holders and consumers in managing their business affairs.
13. Explain the significant role of discriminative and affirmative action.
