

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.

(For candidates admitted during the academic year 2015 – 2016)

SUBJECT CODE: 15CM/MC/EC34

B.Com./B.Com.(CS) DEGREE EXAMINATION NOVEMBER 2016

COMMERCE

CORPORATE SECRETARYSHIP

THIRD SEMESTER

COURSE : MAJOR – CORE

**PAPER : BUSINESS ETHICS AND CORPORATE SOCIAL
RESPONSIBILITY**

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS:

(10 x 2 = 20)

1. Define Business Ethics.
2. What is Globalization?
3. What do you mean by whistle blowing?
4. What are ethical issues?
5. Define Corporate Governance.
6. List out the principles of corporate governance.
7. Define Corporate Social Responsibility.
8. What are environmental issues?
9. Who are called stakeholders?
10. What is Corporate Philanthropy?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. What are the factors governing business ethics?
12. How is advertising influenced by ethics?
13. How can employers prevent whistle-blowing?
14. Explain the elements of corporate governance.
15. List out the steps involved in stakeholder analysis.
16. Explain the management structure of corporate governance.
17. Explain the concept corporate sustainability.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Describe the need and significance of corporate governance.
19. Examine the ethical issues faced in marketing.
20. Discuss the importance of corporate social responsibilities.
21. Elaborate the benefits of corporate philanthropy.
