

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015 – 2016 and thereafter)**  
**SUBJECT CODE: 15CM/MC/EC34**

**B.Com./B.Com.(CS) DEGREE EXAMINATION NOVEMBER 2018**  
**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. Mention any four purposes of Business Ethics.
3. What is meant by whistle blowing?
4. What do you understand by the term “Insider Trading”?
5. Define Corporate Governance.
6. What do you mean by Corporate Sustainability?
7. State the meaning of Corporate Social Responsibility.
8. Define the term “Perspectives” of Corporate Governance.
9. What do you mean by Marketing Ethics?
10. Define Corporate Philanthropy.

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS:**

**(5 x 8 = 40)**

11. Mention the objectives of Business Ethics.
12. State the characteristics of Business Ethics.
13. State the unethical practices relation to marketing of products.
14. State the importance for Corporate Social Responsibility in a business organization.
15. Explain the importance of Corporate Governance.
16. Explain various types of committees to be constituted by the board under Companies Act, 2013.
17. Mention the advantages of business ethics in the workplace.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40)**

18. Elucidate the factors influencing Business Ethics.
19. Discuss in brief the ethical and social issues present in today’s advertising.
20. Explain the arguments in favour of and arguments against corporate social responsibility of Business.
21. Mention the essential steps taken to build a successful corporate volunteering training program.

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