

(i) Printed Pages : 2

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(ii) Questions : 9

Sub. Code : 

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**Bachelor of Business Administration 6<sup>th</sup> Semester  
(2055)**

**BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Paper : BBA 323**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt any **four** parts each carrying **5** marks from Section–A. Attempt any **two** questions each from Sections–B and C carrying **15** marks each.

**SECTION—A**

1. Attempt any **four** parts :

- (a) Why is ethical decision-making important for businesses ?
- (b) How does investor protection contribute to financial market stability ?
- (c) Give the significance of social audit.
- (d) What is the role of independent directors ?
- (e) Write the features of German Model of corporate governance.
- (f) ABC Ltd., a well-known soft drink company, launched an ad campaign claiming that its product is "100% natural and boosts immunity." However, a consumer rights group challenged this claim, stating that the drink contains artificial preservatives. What ethical concerns does this case raise ?

## **SECTION—B**

2. Write the characteristics of ethical organizations. Critically examine the various theories which build the foundation for strong business ethics.
3. Critically examine the ethical issues commonly faced by Indian businesses.
4. What is corporate social responsibility ? Write the arguments in favour and against corporate social responsibility.
5. Write a note on :
  - (a) Relation between Corporate Social Responsibility and Corporate Governance.
  - (b) Principles of Business Ethics.

## **SECTION—C**

6. Explain the role and recommendations of the Cadbury Committee Report on corporate governance.
7. How do OECD principles guide corporate governance globally ?
8. Discuss corporate governance reforms and initiatives taken in India post-2000.
9. Explain the concept of corporate governance rating. How does it impact investor confidence ?