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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR  
(AUTONOMOUS)**

**MBA II Year I Semester Regular Examinations Feb-2021  
BUSINESS ETHICS AND CORPORATE GOVERNANCE**

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

- 1 a What are the ethical theories and approaches for decision making? Explain. 5M  
b What is the importance of business ethics and corporate ethics? 5M

**OR**

- 2 a Discuss various principles of ethics and its implications in the modern business world. 5M  
b Write in detail about modern ethical models for decision making. 5M

**UNIT-II**

- 3 a Explain the ethics to be followed in marketing with examples. 5M  
b What are the marketing ethics? Why should a firm follow these? Explain. 5M

**OR**

- 4 a What are the ethical aspects relating to consumer behavior? Explain. 5M  
b What are marketing ethics and consumer ethics and critically evaluate the differences between them? 5M

**UNIT-III**

- 5 a What is insider trading? Give illustrations. 5M  
b Briefly state and explain the code of ethics adopted by the business firms in combating frauds. 5M

**OR**

- 6 a Explain the following: 5M  
i) Cyber crime.  
ii) Intellectual property rights.  
b Why should a firm follow ethics in finance? Explain. 5M

**UNIT-IV**

- 7 a What is the purpose of corporate governance? 5M  
b How the theories and philosophies help in for smooth running of corporate Governance? 5M

**OR**

- 8 a "Directors are the key persons in corporate governance structure". Comment. 5M  
b What is the difference between Corporate governance and management? 5M

**UNIT-V**

- 9 a Explain the appointment, duties and responsibilities of auditors of limited company. 5M  
b What do you mean by stake holders? Who is the major stake holders involved in business? 5M

**OR**

- 10 a Does political lobbying affect corporate social responsibility? Elaborate with examples. 5M
- b Write a brief note on: 5M
  - i) Stake holders.
  - ii) Corporate social responsibility.

**SECTION – B**

(Compulsory Question)

11

**CASE STUDY**

1 x 10 = 10 Marks

A junior member of staff has just returned to work after taking special leave to care for her elderly mother. For financial reasons she needs to work full-time. She has been having difficulties with her mother's home care arrangements, causing her to miss a number of team meetings (which usually take place at the beginning of each day) and to leave work early. She is very competent in her work but her absences are putting pressure on her and her overworked colleagues. You are her manager, and you are aware that the flow of work through the practice is coming under pressure. One of her male colleagues is beginning to make comments such as "a woman's place is in the home", and is undermining her at every opportunity, putting her under even greater stress.

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