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SN – 568

V Semester B.B.M. Examination, Nov./Dec. 2017
(2014-15 and Onwards) (Repeaters)
BUSINESS MANAGEMENT
Paper – 5.4 : Corporate Governance

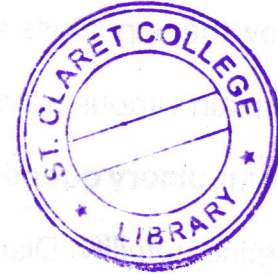
Time : 3 Hours

Max. Marks :100

Instruction : Answers should be written in **English** only.

SECTION – A

1. Answer **any eight** of the following sub-questions, carrying **two marks each** :
(8×2=16)
- a) State the objective of Corporate Governance.
 - b) What do you mean by ethics ?
 - c) Define the term 'Value'.
 - d) What do you mean by Personal Ethics ?
 - e) Expand NFCG.
 - f) What is proactive ?
 - g) What is cross culture ?
 - h) What is Risk Mitigation ?
 - i) Expand C.I.I.
 - j) What do you mean by Whistle Blowing ?



SECTION – B

- Answer **any three** of the following questions, carrying **eight marks each** :
(3×8=24)
- 2. Discuss the importance of ethics in business.
 - 3. Explain the scope of Corporate Governance.

P.T.O.



4. State the importance of Karma Yoga.
5. Explain the factors that influence ethical marketing behaviour.

SECTION - C

Answer **any three** of the following and question No. **10** (which is **compulsory**).

All carrying **fifteen** marks **each**.

(4x15=60)

6. What is C.S.R. ? Discuss the arguments for and against social responsibilities of business.
7. Discuss the major computer crimes and technical attacks on information system.
8. How the happiness and productivity of employees can be increased ?
9. Explain various ways of unethical advertising.

Compulsory question

10. Define humility. Discuss views of various religions on humility.
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