



SN – 415

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V Semester BBM Examination, Nov./Dec. 2014  
(Fresh) (2014-15 and Onwards) (Semester Scheme)

**BUSINESS MANAGEMENT**  
**5.4 : Corporate Governance**

Time : 3 Hours

Max. Marks : 100

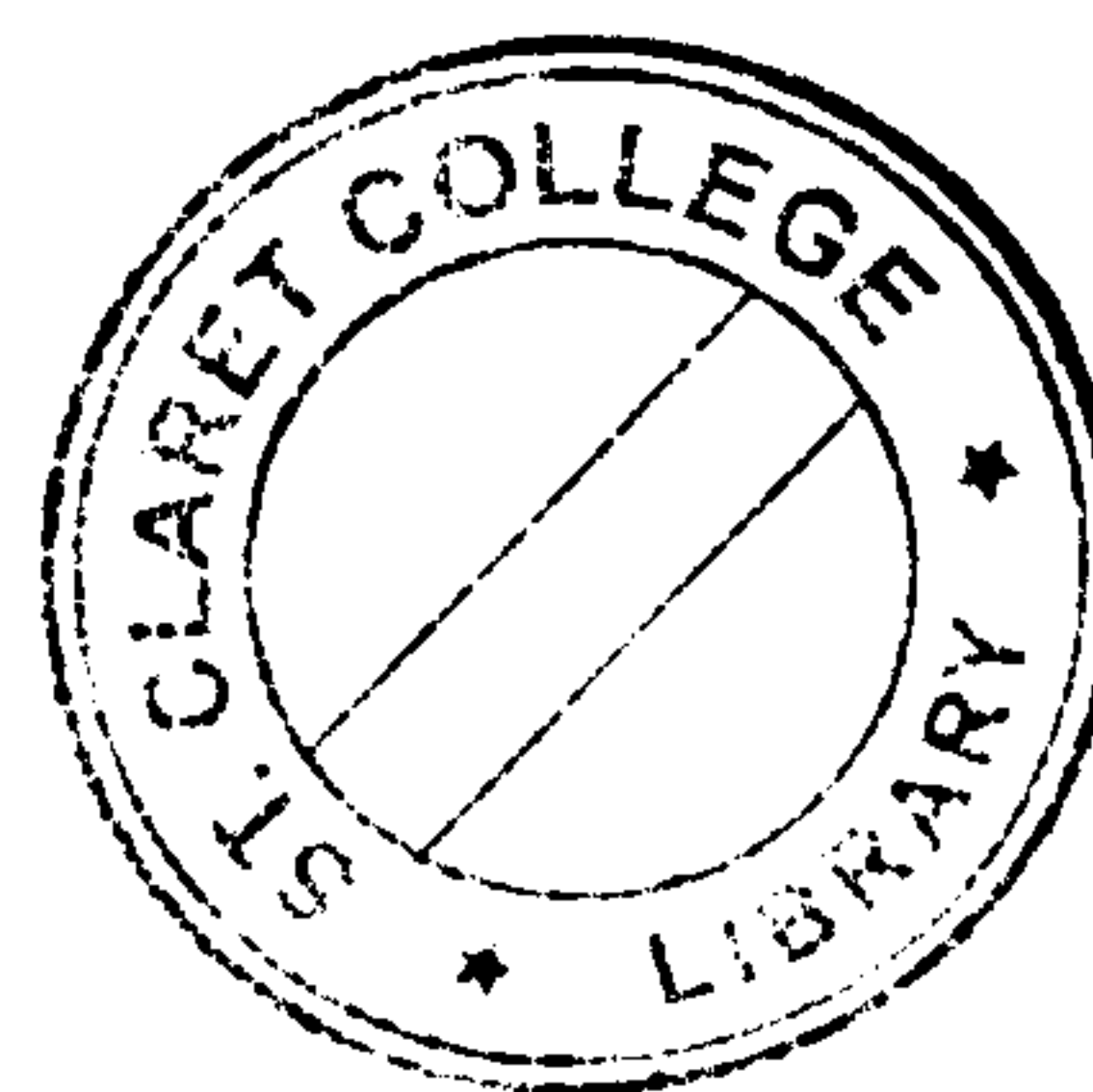
**Instruction** : Answer should be written in **English only**.

SECTION – A

1. Answer **any 8** questions. **Each** question carries **2** marks.

**(8×2=16)**

- a) What is applied Ethics ?
- b) Give the meaning of Happiness.
- c) What do you mean by Exaggeration ?
- d) What is Tax Evasion ?
- e) Give the meaning of white collar crime.
- f) What is Ethical Dilemma ?
- g) What do you mean by Corporate Climate ?
- h) Give the meaning of consumerism.
- i) What is Hacking ?
- j) State any 2 benefits of corporate governance.



P.T.O.



SECTION – B

Answer **any 3** of the following questions. **Each** question carries **8** marks. **(3×8=24)**

2. Briefly explain the principles of business ethics.
3. Discuss the ethics in marketing of goods.
4. What are the different cultural concepts ? Discuss.
5. Explain briefly principles of corporate governance.

SECTION – C

Answer question No. **10** which is **compulsory** and **any 3** of the remaining. **Each** question carries **15** marks. **(4×15=60)**

6. Explain purposes of business ethics.
  7. Explain the scope of corporate social responsibility.
  8. Examine unethical practices in marketing.
  9. Discuss the ways of prevention of computer crimes.
  10. List out Narayana Murthy Committee recommendations. Comment.
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