

Sub.: Corporate Governance and Business Ethics (BBA23-AVLS 412)

Time: 10.00 am To 12.30 pm

Q. 1. Choose the most appropriate option. (05)

- Q. 2. State True / False (05)**

- Q. 3. Write Short notes on (Any Three) (15)**

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Q. 4. Answer in detail (Any Two) (20)

1. Define Business Ethics. Discuss its nature, scope, and importance.
2. Explain the role of ethics in HRM, Marketing, Finance, and IT.
3. Discuss the key issues in Corporate Governance and the obligations towards stakeholders.
4. What is Corporate Social Responsibility? Explain its significance in today's business world.

Q. 5. Case study (15)

Scenario: A tech company has been accused of exploiting user data and underpaying workers while promoting a clean brand image through CSR campaigns.

Questions:

1. Identify the ethical issues involved in this situation.
 2. How can strong corporate governance prevent such practices?
 3. Suggest measures to align their CSR with actual ethical business behavior.
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