

**MBCIV-1 BUSINESS ETHICS & CORPORATE
GOVERNANCE
SAQ – LAQ**

PEO:-

1. Will be recognized as a creative and an enterprising team leader.
2. Will be a flexible, adaptable and an ethical individual.
3. Will have a holistic approach to problem solving in the dynamic business environment.

CO:-

CO1	Student learner should be able to contrast the underlying theory of Ethics that is governing the organization under study.
CO2	Student learner should be able to design a Code of Ethics for professional behavior within an organization.
CO3	Student learner should be able to identify the possible ethical concerns which may be faced by an organization in given situation
CO4	Student learner should be able to analyze a given situation and assess the negative impact it may have on society.
CO5	Student learner should be able to identify the various issues that may arise in the domains of Marketing, Finance, HRM, Environment in a given organization/situation and suggest corrective action

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1. Short Answer Question

- i. Define Corporate Governance.
- ii. Who are the stakeholders of Corporate Governance?
- iii. Define CSR.
- iv. What is the scope of Corporate Social Responsibility?
- v. Name two awards for CSR.
- vi. Who are affected by CSR?
- vii. What is Business Ethics?
- viii. Difference between Liberalization and Privatization.
- ix. Difference between values and morals.
- x. Explain the meaning of Corporate Social Responsibility.
- xi. What are the types of Ethics?
- xii. Explain Corporate Governance.
- xiii. What are ethical environmental practices?
- xiv. Explain the term Corporate Code of Ethics.
- xv. What is meant by Ethical Marketing?
- xvi. Name two awards for CSR.
- xvii. Who is a Whistleblower?
- xviii. Name the various Theories of Ethics.
- xix. What is the Professional Code of Ethics?
- xx. Name two Indian committees on Ethics.
- xxi. Name two eminent theories of Ethics.
- xxii. What are the different kinds of Ethics?
- xxiii. Define Ethics, Morals and Law.
- xxiv. What is Business Ethics?
- xxv. What are the types of organizations?
- xxvi. Explain the need for Code of Ethics.
- xxvii. Explain Liberalization

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2. Long Answer Question

- i. What are the principles of Corporate Governance? State its importance.
- ii. What are the steps of CSR? Name a few of the benefits.
- iii. Explain Friedman's Economic Theory in brief.
- iv. Write a brief note on Privatization
- v. Explain need, scope and importance of Business Ethics.
- vi. Define organization. Explain different types of organizations.
- vii. Explain the OECD and write down its principles.
- viii. Write down scope, advantages and steps to attain CSR.
- ix. Explain role of HR in creating an ethical organization.
- x. What is Globalization? What are the drivers of Globalization?
- xi. Explain Mill's and Bentham's Utilitarianism Theory. Give examples.
- xii. What are the possible advantages and disadvantages to the host country when a multinational organization invests in it?
- xiii. Explain the International Code of Conduct of Business Ethics.