

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270404

Roll No.

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M.B.A.

Theory Examination (Semester-IV) 2015-16

CORPORATE GOVERNANCE, VALUES & ETHICS

Time : 3 Hours

Max. Marks : 100

Note : Attempt questions from all sections as per direction.

Section-A

All questions are compulsory

Q1. Attempt all parts. (2×10=20))

- (a) Differentiate between trademarks and patents
- (b) Define TQM?
- (c) What are the components of ethics?
- (d) What do you mean by benchmarking?

- (e) Write a note on investor protection in India.
- (f) What is capitalism?
- (g) Write any two teachings drawn from Mahabharat with respect to ethics.
- (h) What contribution does Bible give to management practices?
- (i) Define Joint- Ventures.
- (j) Write a note on ethics in marketing.

Q2. Attempt any 5 parts.

(10×5=50)

- (a) "Ethics play a vital role in building the brand image of an organization'. Explain.
- (b) Elaborate on the role of top management in framing and implementing the guidelines for corporate governance.
- (c) What do you mean by supply chain management? How is it important in ensuring the success of an organization? Explain in context to a company producing perishable food products.

- (d) What are different types of values which have been derived from Indian scriptures? What role does Indian value system play in management practices?
- (e) Explain how increasing globalization has changed the relevance of ethics in business.
- (f) What do you mean by ethics in human resource practices of an organization? How it can generate advantages for an organization?
- (g) Explain the concept of CSR. What are the different types of activities which form a part of CSR? Give examples.
- (h) What do you mean by corporate restructuring? What are its objectives and importance?

Section-C

Attempt any 2 questions.

(15×2=30))

- Q3. "Information and technology can be used a great tool to benefit the society at large.' Comment with suitable examples.
- Q4. What is the difference between merger and acquisition? How useful merger and acquisition are for expanding business globally? Explain with examples.

Q5. How does brand building and promotional activities in era of tough competition can pose a threat to the ethical practices of an organization? What are the ways in which these challenges can be overcome?

