

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

PAPER ID : 7149

Roll No.

--	--	--	--	--	--	--	--	--	--

M.B.A.

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,
2009-2010

CORPORATE GOVERNANCE, VALUES & ETHICS

Time : 3 Hours

Total Marks : 100

Note : (i) *Attempt all questions.*

(ii) *All questions carry equal marks.*

1. Answer any two of the following : (2x10=20)
 - (a) Explain Corporate Governance, its constituents and objectives in detail.
 - (b) Describe the roles of Board of Directors.
 - (c) Critically discuss the role of institutional investors in the area of social responsibility.

2. Answer any two of the following : (2x10=20)
 - (a) Discuss the Indian Value System and the Impact of 'Geeta' on it.
 - (b) Discuss the important feature of Indian ethos. How the teaching for Vedas help in understanding Management ?
 - (c) Explain the Impact of Scriptures on society.

3. Answer any two of the following : (2x10=20)
- (a) Discuss the Impact of ethics in marketing.
 - (b) Explain the process of Patents and Trademarks.
 - (c) Discuss the role of Ethics in the era of Information Technology.
4. Answer any two of the following : (2x10=20)
- (a) Total Quality Management
 - (b) Brand Building
 - (c) Corporate restructuring
5. Answer any four of the following : (4x5=20)
- (a) Horizontal Organisation
 - (b) Bench Marking
 - (c) Investor Protection in India
 - (d) Indian Scenario of CSR
 - (e) Types of Values
 - (f) Diversification

- o O o -