

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

PAPER ID : 7149

Roll No.

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

M.B.A.

(SEMESTER-IV) THEORY EXAMINATION, 2011-12

CORPORATE GOVERNANCE, VALUES & ETHICS

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from **all** Sections as directed.

Section – A

1. Answer **all** the questions. **10 × 2 = 20**
- Describe the role of Board of Directors in Corporate Governance.
 - What are the commonly accepted principles of Corporate Governance ?
 - Give a brief detail about provisions for investors' protection in India.
 - What is the importance of values and value system in the corporate world ?
 - Differentiate between patents and copy rights.
 - "Mergers and Acquisitions are ways of economic development." Check the validity of the statement.
 - What are the horizontal organizations ?
 - Describe in brief the Indian scene of diversification.
 - Explain the relationship between ethics and social responsibility.
 - Write a note on Total Quality Management.

Section – B

2. Answer any **three** questions : **3 × 10 = 30**
- Define Corporate Social Reporting. Explain the relevance of Corporate Social Reporting.
 - Describe in detail the ethical theories. Also elucidate the relation of ethics with various managerial aspects.
 - What is Supply Chain Management ? Throw the light on the necessity of good SCM for the success of an organization.

- (d) Give a detailed account of Indian Value System and Values and their applicability in the business.
- (e) Write notes on any **two** of the following :
- (i) Corporate Restructuring
 - (ii) Trade Marks
 - (iii) Benchmarking
 - (iv) Brand Building

Section – C

Answer **all** questions :

5 × 10 = 50

3. What is Corporate Social Responsibility Practice ? Take an example of any company of your choice and describe the practices it carries in the name of CSR.

OR

How is CSR related to Corporate Governance ? Bring out the recommendations of Kumar Manglam Birla Committee on CG.

4. Define and classify Vedas. Describe their importance in Indian Value System and its relevance for today's business world.

OR

Bring out the similarities and dissimilarities in the teachings of the Geeta, the Bible and the Quran in regard with ethics and values.

5. What is Information Technology ? Explain its role in the economic and social development of any country with the help of suitable instances.

OR

How does an organization sustain the Global Industrial Competition ? Explain by considering the competitive strategies of mobile phone manufacturers.

6. Describe the probable promotional strategies that may be adopted by an automobile manufacturer.

OR

Explain the necessity of corporate restructuring for sustainability with the help of any suitable example.

7. Elucidate the exigencies of ethical practices of an organization in context with financial scams.

OR

Establish an association between ethics in marketing and human resource practices with the help of appropriate cases.