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Reg. No.....

Name.....

M.B.A. DEGREE EXAMINATION, JANUARY 2026

Third Semester

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(2016 Admissions—Second Mercy Chance and 2015 Final Mercy Chance)

Time : Three Hours

Maximum Marks : 60

*Answer **all** questions.*

Each question carries 12 marks.

1. a) Define business ethics and describe the importance and benefits of business ethics.

Or

- b) What are the ethical theories and approaches for decision- making ? Explain with suitable example.

2. a) Explain the ethics to be followed at workplace. What are the major issues involved in performance appraisal ?

Or

- b) Briefly state and explain the code of ethics adopted by a business firm in combating fraud. Why should a firm follow ethics in finance ? Justify with reasons.

3. a) What are the marketing ethics ? Why should a firm follow these ? Explain how criticism can be explained in marketing ethics.

Or

- b) Prepare and explain the code of conduct for a HR Manager of an agency, supplying security personnel to industries. State your assumptions (if any).

4. a) Describe the need and significance of corporate governance. Write a note of corporate governance code developed by SEBI.

Or

- b) Distinguish between the corporate management and corporate governance. Explain the internal and external constituents of Corporate Governance Model.

Turn over





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5. a) Explain the concept of CSR. What do you mean by stakeholder theory in the context of corporate social responsibility ?

Or

- b) How does corporate social responsibility contribute towards social development ? Take Indian corporate as case and explain.

(5 × 12 = 60)

