

Register No : Name :



**SAINTGITS COLLEGE OF ENGINEERING
KOTTAYAM, KERALA**

(AN AUTONOMOUS COLLEGE AFFILIATED TO
APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FIRST SEMESTER MBA DEGREE EXAMINATION (S), JULY 2021

Course Code: 20MBA113

Course Name: ETHICS, GOVERNANCE AND CORPORATE RESPONSIBILITY

Max. Marks: 60

Duration : 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Compare and contrast Ethics and Law.
2. List out the major unethical practices in IT-ITES industry.
3. What are the elements of good corporate governance?
4. List out the types of directors.
5. Explain the concept 'corporate citizenship'.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Explain the ethics auditing process.
7. Elaborate the four main types of privacy that employees might expect. Provide examples where each type of privacy might potentially be violated in a business context.
8. Differentiate between shareholder theory and stakeholder theory of corporate governance.
9. Discuss the various issues in corporate governance and Common factors for corporate failures.
10. Discuss the four levels of corporate social responsibility. How relevant is this model in a European, Asian or African context?

PART C

(Compulsory question, the question carries 20 marks)

11.
 - a) How business ethics, corporate governance and corporate social responsibility are interconnected? What are the underlying principles that run through these ethical threesomes? (5 marks)
 - b) List some marketing practices under each of the four Ps of marketing mix that you think are unethical in nature. Reason out why (5 marks)
 - c) Describe the CSR implementation framework. (5 marks)
 - d) Review the present corporate governance practices in India. Give illustrations (5marks)
