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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

BUS 4C 25/BUS 4C 28—INDIAN ETHOS AND BUSINESS ETHICS

(2013 Admissions)

Time : Three Hours.

Maximum : 36 Weightage

Section I

*Answer all questions.*

*Each question carries 1 weightage.*

1. Explain Code of Ethics.
2. Mention benefits of Ethical Management Programmes.
3. Define Trusteeship.
4. Describe Folklore.
5. Mention the ideas of Gandhi for the Management of the Economy at Individual Level.
6. Define work ethos.

(6 × 1 = 6 weightage)

Section II

*Answer any six questions.*

*Each question carries 3 weightage.*

7. Write a note on the main issues in the area of Corporate Governance in India.
8. Explain the term 'Dharma' and the importance of its understanding for a manager.
9. Define Business Ethics .Explain its characteristics.
10. Write a note on the relevance of Ethics in Marketing.
11. Elaborate the Indian perspective on ethics.
12. Explain the agency theory.
13. Explain the Cadbury committee on corporate governance.
14. What is swadharma. Explain the importance of swadharma.

(6 × 3 = 18 weightage)

**Turn over**

## Section III

*Answer any two questions.*

*Each question carries 6 weightage.*

15. Define Meditation with its different techniques. Also give its relevance in Modern times.
16. Describe the philosophy, purposes and core principles of Corporate Governance.
17. 'Taking on Social and Moral issues is not economically feasible.' Comment.

(2 × 6 = 12 weightage)