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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA II Year I Semester (R16) Regular Examinations Nov/Dec 2017
BUSINESS ETHICS AND CORPORATE GOVERNANCE**

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Explain the need and importance of business ethics in the modern business world. 10M

OR

2 What are the various ethical approaches for decision making? Explain 10M

UNIT-II

3 Explain ethical issues in HRM? 10M

OR

4 Explain the ethics to be followed in marketing citing related examples 10M

UNIT-III

5 What are cyber crimes and explain the devastating effects that cyber crimes could cause to the information security? 10M

OR

6 Write a brief note on
 a) Insider trading 3M
 b) Ethical investment 3M
 c) Combating frauds 4M

UNIT-IV

7 Explain any two theories of corporate governance 10M

OR

8 What is corporate governance and explain its significance in developing countries? 10M

UNIT-V

9 Discuss in detail, CSR as a business strategy for sustainable development 10M

OR

10 Explain what constitutes good corporate governance from the context of different stake holders. 10M

SECTION – B
(Compulsory Question)

1 x 10 = 10 Marks

11. Case Study

ETHICAL DILEMMA

Raghunath is running a small shop in a small town is content with earning his frugal living. He is religious in outlook and compassionate towards others. One afternoon, when it was raining, an old man, a poor vendor of herbs named Satyadas comes to his shop. He is running a high temperature. Raghunath provides him food and shelter. In the morning, the visitor is again provided hospitality. He then leaves for another destination leaving behind a pouch containing six gold coins and a ring studded with gems. Raghunath waits for him for several months to return and then on the persuasion of his wife Jamuna, he sells the contents of the pouch one by one, sets up a bigger shop, and builds a comfortable house for himself to live in. He starts life with dignity in society. But one fine day, suddenly Satyadas makes his appearance. Raghunath is shocked. He is not as hospitable as before. On the contrary, he thinks as if a devil has turned up and wishes he leaves quickly. As Satyadas is about to leave, conscientious Raghunath asks: did you leave behind something here when you visited last time?"Satyadas says: "I don't know. God knows everything.

Questions

1. In your opinion, Raghunath was with deep sense of guilt and remorse? Is so, how and why?
2. Do you find the three imaginary characters are created for three conflicting aspects of a single mind? Morality, Guilt and Greed. Discuss these three characters based on your thinking.
3. Why could Raghunath not have the moral courage to practice transparency and tell Satyadas: "On your previous visit you left behind some gold coins and a ring. I waited a long time for you to return. Only then I sold them to invest in my business and in building a house. I want to repay you. Let us work out a repayment schedule? Comment.

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