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INSTITUTE OF ENGINEERING & TECHNOLOGY :: PUTTUR
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QUESTION BANK (DESCRIPTIVE)

Subject with Code :BECG(16MB717) Course & Branch: MBA

Year & Sem: II-MBA & III-Sem

Regulation: R16

UNIT-I

Business Ethics and Corporate Ethics

1. What are the ethical theories and approaches for decision making? Explain.
2. Explain various ethical theories
3. Discuss various principles of ethics and its implications in the modern business world.
4. What are the stages in modern decision making process?
5. Write in detail about modern ethical models for decision making.
6. What are the theories in ethics, particularly at Meta Level? Comment on them.
7. Define Indian Ethos and explain them articulately.
8. What are all the ethical concerns for a manager in an organization?
9. Write about “ethics in business competition”.
10. Why ethics are much important in business world?

Unit-II

Business Ethics and Corporate Ethics

1. Explain the ethics to be followed in marketing with examples.
2. Elaborate on falling ethical standards in advertising
3. What are the major issues involved in false advertising?
4. What are the marketing ethics? Why should a firm follow these? Explain.
5. What are the ethical aspects relating to consumer behavior? Explain.
6. How criticism can be explained in marketing ethics?
7. Explain ethical issues in HRM.
8. Relate ethical concepts in selection, training and development.
9. Explain the ethics to be followed in workplace.
10. What are the major issues involved in performance appraisal?

Unit-III**Ethical Aspects in Organization II**

1. What is insider trading? Give illustrations.
2. What do you mean by ethical investment? How far do modern companies cater to ethical investment?
3. Briefly state and explain the code of ethics adopted by the business firms in combating frauds.
4. Why should a firm follow ethics in finance? Explain.
5. Explain the following:
 - a) Cyber crime.
 - b) Information technology.
 - c) Intellectual property rights.
6. Explain the special significance of cyber crime with examples.
7. Briefly explain the provisions of Information Technology Act 2000 dealing with cyber laws.
8. Answer the following:
 - a) Intellectual property rights.
 - b) Cyber crimes.
9. What is Information Security and Threats? Write the related ethical elements.
10. Define Cyber Crime with ethically related challenges in detail.

Unit-IV**Corporate Governance**

1. What is the purpose of corporate governance?
2. Describe various theories of corporate governance.
3. "Directors are the key persons in corporate governance structure". Comment.
4. Explain about Nature and evolution of corporate governance.
5. Write about German/ French model of Corporate Governance.
6. What is Japanese model of corporate governance? Explain it comprehensively.
7. What is the difference between Corporate governance and management?
8. Explain first theory of corporate governance (McGregor)
9. Explain about stewardship theory in corporate governance.
10. Define Corporate governance. Explain its importance in business

Unit-V**Corporate Governance Structures**

1. Elucidate the structures and processes of corporate governance.
2. Explain the appointment, duties and responsibilities of auditors of limited company.
3. What do you mean by stake holders? Who are the major stake holders involved in business?
4. Why does business needs society's approval in order to function? What may happen if society disapproves of a business activity?
5. Discuss the following:
 - a) Institutional investors.
 - b) Directors.
 - c) Auditors.
6. Do political lobbying affect corporate social responsibility? Elaborate with examples.
7. It has been put to you that one of the merits of ethics is that it provides an understanding for the principles of corporate governance? What do you make of that argument? If it is rejected; what other principles should under lie corporate governance, if they are not ethical ones? Discuss.
8. Write a brief note on:
 - a) Stake holders.
 - b) Social development.
 - c) Corporate social responsibility.
9. How corporate could be responsible to stake holders
10. What is "Institutional Investor"? Explain about its types