



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A. Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:II
Class:FY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Business Ethos and Corporate Governance	Course Code:MBA22205
Max. Marks:60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Choose (a) or (b) and (c) or (d) from Question no. 3,4 and 5.

Question No. 1 Attempt following Question

- 1a) Elaborate atleast 6 features of Business Ethics. (6) CO1

Question No. 2 Attempt following Question

- 2a) Discuss in detail the Teleological and Deontological ethical theories. (6) CO2

Question No. 3 Attempt following Question

- 3a) Explain the WE(West East) theory of human personality. (8) CO3

OR

- 3b) Elaborate the Leadership lessons from Chanakya's Arthashastra. (8) CO3

- 3c) Explain the Corporate Rishi Model of Leadership.And also explain the Theory K of Leadership. (8) CO3

OR

- 3d) Enlist atleast 4 points on the Dont's of Ethical Marketing.Also Elaborate on the Do's of Ethical Marketing. (8) CO3

Question No. 4 Attempt following Question

- 4a) Define Corporate Governance. Write down 7 Benefits of Corporate Governance. (8) CO4

OR

- 4b) Explain the AGENCY THEORY of Corporate Governance with Examples. (8) CO4

4c) Explain the Japanese Model of Corporate Governance. (8) CO4

OR

4d) Explain the German Model of Corporate Governance. (8) CO4

Question No. 5 Attempt following Question

5a) Write a long note on CARBON CREDITS. (8) CO5

OR

5b) Explain in detail the 4 categories of Corporate Social Responsibility . (8) CO5

5c) Enumerate successful CSR activities of any 2 companies. How is CSR beneficial for companies? (8) CO5

OR

5d) Discuss ethical issues in Finance i.e a Financial scam or fraud case and enlist its consequences. (8) CO5

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