

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)  
END TERM EXAMINATION (TERM -VI)**

Subject Name: **Business Ethics and Corporate Governance**

Time: **02.30 hrs**

Sub. Code: **PG28**

Max Marks: **60**

**Note:**

**1. All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2 × 5 = 10 Marks**

**Q. 1 (A):** Define 'Ethics' and discuss its origin and meaning.

**Q. 1 (B):** Investigate Kohlberg's theory in brief.

**Q. 1 (C):** Elucidate 'Terminal Values'.

**Q. 1 (D):** Design the role of ethics in sales business.

**Q. 1 (E):** Why are business ethics important for long term survival in the market?

**(Entire question Q1 will correspond to 1 CO only)**

**SECTION – B**

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

**10 x 3 = 30 Marks**

**Q. 2: (A).** Financial crisis that blow to a global level are not so much due to lack of corporate regulation – as the lack of effective regulation. Discuss this in the light of role of individuals in taking the process of corporate governance to the heights of corporate excellence. **(CO2)**

**Or**

**Q. 2: (B).** Discuss the relation of CSR to Corporate Governance and demystify how good governance norms help the companies in establishing reputation in the market. **(CO2)**

**Q. 3: (A).** 'Honesty and integrity are the benchmarks of business ethics. Critically weigh the statement. **(CO3)**

**Or**

**Q. 3: (B).** 'Good ethical practices in an organization are beneficial for the progress of the organization'. Evaluate the statement from the HR perspective. **(CO3)**

**Q. 4: (A).** Investigate why it is important to establish moral standards for ethical judgement. (CO4)

**Or**

**Q. 4: (B).** ‘Effective and ethical engagement with society would make businesses and MNCs more sensitive to their environment and make better corporate citizens’ Discuss the statement (CO4)

### **SECTION - C**

Read the case and answer the questions

**07×02 = 14 Marks**

**Q. 5:** Case Study: (CO4)

A project manager is faced with the challenge of ‘time over-run’ and consequent cost escalation for failing to get the ‘environment clearance certificate’ from the concerned agency. He had the option of bribing his way through to get the certificate without following any mandatory condition to develop a new water body and planting ten thousand trees on its banks. This would be against his values and principles, whereas the latter choice would require more time and money for completion of the project.

**Q.5 A:** Keeping in mind the various ethical theories would it be right for the project manager to bribe his way through?

**Q.5 B:** What would you suggest to the project manager? Give reasons.

### **Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO3	10 marks
Q. 4:	CO4	10 marks
Q. 5:	CO5	20 marks

**Note:** Font: Times New Roman, Font size: 12.