



## BRAINWARE UNIVERSITY

Course – M. Com.

Business Ethics and Corporate Governance (MCM 102)

(Semester – 1)

**Time allotted: 3 Hours**

**Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Questions)

**Choose the correct answer from the following alternatives :**

**(1x10=10 )**

1. Sustainable use of resources is one of the main principle of
  - a) Corporate Social Responsibility
  - b) Environmental Protection
  - c) Fair Trade Practice
  - d) None of the Above
  
2. Ethical practise in Management includes,
  - a) Transparency, Effect, Fairness
  - b) Relativism, Universalism
  - c) Terminal, Instrumental
  - d) None of the above
  
3. Corporate Social Responsibility is under Sec..... of Company Act as amended in 2013
  - a) Sec 153
  - b) Sec 351
  - c) Sec 135
  - d) Sec 531
  
4. Right Customer Care can help in retaining ....% of the customers
  - a) 58%
  - b) 68%
  - c) 78%
  - d) 88%
  
- 5) Collective Bargaining is a part of
  - a) Company Act
  - b) Industrial Dispute Act
  - c) Contract Act
  - d) None of the above
  
6. Spending on CSR activities as per Governmental Law is,
  - a) 3% of the Net profit for the year
  - b) 2% of the Net Profit for the year
  - c) 2% of the Average Net Profit for 3 previous years
  - d) 3% of the Average Net Profit for 3 previous years

7. The types of Value System are
- Terminal, Instrumental
  - Genetics, Parents, Other Cultures
  - Terminal, Instrumental, Influencer
  - None of the Above
8. Code of Ethics contains
- Employee Joining Terms and Conditions
  - Corporate Confidentiality
  - Customers Rights
  - Employee exit clauses
9. .... is not passive but requires courage
- Fair Trade Practice
  - Duties and Rights
  - Non Violence
  - Values and Ethics
10. Organizational Culture means
- Collective behaviour of people who makes up an organization
  - Applying ethical principles and standards in business activities
  - Reducing conflict of duties
  - None of the Above

**Group – B**  
**(Short Answer Type Question)** **( 3 x 5 = 15 )**  
**Answer any three questions**

1. What do you mean by Value System?
2. What do you mean by Ethical Behaviour?
3. What do you mean by Shared Culture?
4. How do you create a Fair Trade environment?
5. List 3(three) measures for Health and Well being of under privileged people

**Group – C**  
**(Long Answer Type Question)** **(3 x 15 = 45)**  
**Answer any three questions**

1. What do you mean by Environmental Protection? State different environmental protection measures followed in India
2. What is Corporate Social Responsibility? What are the legal provisions for CSR?
3. How ethics influence corporate governance vis-a-vis Corporate excellence? Explain.
4. What are the expectations of Customers from the sales person in terms of Customer Care?
5. What do you mean by Social Welfare Activities? List 5(five) common social welfare activities & explain.
5. What do you mean by Social Welfare Activities? List 5(five) common social welfare activities.