

Please check whether you have got the right question paper.

- N.B:** 1. All questions are **compulsory**  
2. **Figures** to the **right** indicate **full** marks

**Q.1 Attempt any two questions**

**(15)**

- Define Ethics. Elaborate the difference between Ethics and Morality.
- What is Professional Ethics? Bring out its importance.
- Discuss the 3 C's of Business Ethics.

**Q.2 Attempt any two questions**

**(15)**

- Explain the role of ASCI in regulating Advertising.
- Describe any two major Corporate Scams in India.
- "Ethical leadership helps to develop ethical culture in an organization". Discuss.

**Q.3 Attempt any two questions**

**(15)**

- Define Corporate Governance. State the salient features of Corporate Governance.
- Explain the Japanese Model of Corporate Governance.
- Describe Agency Theory and explain how it is different from Stewardship Theory.

**Q.4 Attempt any two questions**

**(15)**

- State the benefits of Corporate Social Responsibility (CSR) to Corporate and Society.
- Explain in brief the recent guidelines in CSR.
- State the changing expectations of the society from business in view of globalization.

**Q.5 Case study**

**(15)**

The quest to drive down costs very often leads to poor product quality, and puts end users at risk, leading to a strong case of bad business ethics. This can be clearly seen in the case of Marco Ltd., which manufactures the famous doll, Veronica.

Due to entrance of new toy brands and increased cost of resources, the company decided to outsource the manufacturing of toys to Chinese companies to reduce the cost. But the toys that came back were coated with toxic lead paint and contained 150 times the legal limit of lead content.

The dolls also came with poorly attached parts, like small magnets and accessories, that could perforate the intestines if swallowed. The dolls became a major hazard to children, and Marco Ltd. had to recall them and face public ire for its unethical business conduct.

**Questions:**

- Analyze the case and identify the problems.
- What are the reasons for indulging in unethical practices?
- What would you have suggested to handle the situation?

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