

Reg. No.: .....



Name: .....

**University of Kerala**

U9181

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

**MANAGEMENT**

**UK2DSCMGT103 - Business Ethics and Corporate Governance**

Academic Level: 100-199

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,  
Answer all questions**

Qn No.	Question	CL	CO
1	Identify the major consequence of the Satyam scandal.  Options : A) Introduction of the Companies (Amendment) Act in India B) Strengthening of corporate governance practices in India C) Formation of the Securities and Exchange Board of India (SEBI) D) Complete privatization of Satyam Computer Services	RE	4
2	Identify which of the following is not a source of ethical values  Options : A)Religion B)Legal system C)Genetic inheritance D)Games played	RE	2
3	Name one technique used to improve the ethical conduct of business. Options : A)Ethical code of conduct B)Ethical committee C)Transparency in working D)All of these	UN	1
4	Outline the key elements of Corporate Governance as -----, transparency and fairness  Options : A)Productivity B)Accountability C)Regulation D)Diversity	UN	4
5	Explain the purpose of ethical values in a business environment.  Options : A)a) Ensure short-term profitability B)b) Promote honesty, fairness, and accountability	UN	1

Qn No.	Question	CL	CO
	C)c) Focus only on personal gain D)d) Satisfy regulatory compliance without question		
6	Explain the consequences of an organization's culture not being aligned with its strategy. Options : A)a. Increased employee engagement and motivation B)b. Improved communication and collaboration C)c. Decreased productivity and performance D)d. Increased motivation and creativity	UN	3

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Describe the importance of business ethics for long-term success.	UN	1
8	Summarize the importance of ethical values in ensuring a company's long-term success.	UN	2
9	Discuss the code of ethics	AP	2
10	Explain any two nature of business ethics	AP	1
11	Illustrate the benefits of creating a work place culture that values and celebrates diversity.	AP	3

**Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	A) Apply the two major committees on corporate governance globally beneficial for international companies. OR B) List the primary characteristics of organization culture	AP	4, 3
13	A)  Demonstrate the role of ethics committees in business decisions.  OR B)  Analyse the importance of business ethics	AP	3, 1
14	A)  Scrutinize the challenges organizations face when attempting to implement strategies for cultural transformation.  OR B) Analyse the role and principles of OECD.	AN	3, 4
15	A) Analyse the role of ethical practices in accounting OR B) Analyze the effectiveness of legal systems in enforcing business ethics	AN	2, 1

**Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	A)	AN	2, 3

Qn No.	Question	CL	CO
	Plan the strategies to address ethical challenges in marketing practices  OR B)  Analyze how managers can shape culture and ethics in organization		
17	A) Evaluate the role of SEBI's Clause 49 in transforming corporate governance practices in India. How has the clause contributed to the protection of investors' interests, and what areas require further improvement? OR B) A company has a strong culture of innovation, but its employees are struggling to adapt to the rapid pace of change. Assess the characteristics of a learning organization culture to recommend strategies for supporting employees through this transition.	EV	4, 3
18	A) Evaluate the major ethical issues in Finance and Accounting. OR B) Argue in favour of and against ethical issues of digital data privacy	EV	2, 4
19	A) Construct a case of organization culture change combining the key factors including leadership, communication and employee engagement OR B) Infer the role of board committees in strengthening corporate governance practices.	CR	3, 4