

**Instructions :-**

1. All questions are compulsory.
2. Each question carry 15 marks.
3. Figures to the right indicate marks.

**Q.1** Define Ethics ? Discuss its importance and list out the benefit of Ethics ? [15]

**OR**

**Q.1 a)** Mention some of the common ethical issues in Marketing and Advertisement ? [8]

**b)** What are the right of individuals that are related in each case ? [7]

**Q.2** What is corporate Governance ? What are the factors influencing corporate Governance ? [15]

**OR**

**Q.2** Define Fraud. Enumerate different Bank Frauds ? [15]

**Q.3** "Every Business has Internal and External Stakeholders that it needs to take care of." Discuss. [15]

**OR**

**Q.3** State briefly the recommendations of Narayan Murthy Committee on Corporate Governance? [15]

**Q.4 Short note : (5 marks each)** [15]

- 1) International Labour organisation
- 2) Role of CEO
- 3) Telgi Scam

**OR**

**Q.4 Short Notes : (5 marks each)** [15]

- 1) MS Shoes Scandal
- 2) Relationship between Work Culture and Values
- 3) Whistle Blowing