

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7149**

Roll No.

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**M.B.A.**

(SEM IV) EVEN SEMESTER THEORY EXAMINATION,  
2009-2010

**CORPORATE GOVERNANCE, VALUES & ETHICS**

*Time : 3 Hours*

*Total Marks : 100*

**Note :** (i) *Attempt all questions.*

(ii) *All questions carry equal marks.*

1. Answer **any two** of the following : **(2x10=20)**
  - (a) Explain Corporate Governance, its constituents and objectives in detail.
  - (b) Describe the roles of Board of Directors.
  - (c) Critically discuss the role of institutional investors in the area of social responsibility.
  
2. Answer **any two** of the following : **(2x10=20)**
  - (a) Discuss the Indian Value System and the Impact of 'Geeta' on it.
  - (b) Discuss the important feature of Indian ethos. How the teaching for Vedas help in understanding Management ?
  - (c) Explain the Impact of Scriptures on society.

3. Answer any two of the following : (2x10=20)
- (a) Discuss the Impact of ethics in marketing.
  - (b) Explain the process of Patents and Trademarks.
  - (c) Discuss the role of Ethics in the era of Information Technology.
4. Answer any two of the following : (2x10=20)
- (a) Total Quality Management
  - (b) Brand Building
  - (c) Corporate restructuring
5. Answer any four of the following : (4x5=20)
- (a) Horizontal Organisation
  - (b) Bench Marking
  - (c) Investor Protection in India
  - (d) Indian Scenario of CSR
  - (e) Types of Values
  - (f) Diversification

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