

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Fifth Semester*****Programme Code-MBA-10****Course Code:CP 3003****Course Name-Business Ethics and Corporate Governance****Maximum Marks-40****Session-2012-13, Summer*****Last date of Submission-15 January, 2013*****Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following-

1. Corporate Governance
2. Ethical Egoism
3. Utilitarian Principle
4. Virtue Ethics Principle
5. Contractual Corporation
6. Moral Agency
7. Corporate Social Responsibility
8. Theory of Pure Agency

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Define Key Success Factors and their importance in industry analysis? How are they different from strategic factors?
2. 'Ethics always reminds us, that we should never treat people only or merely as an instrument.' Explain in detail, the meaning of this statement.
3. Discuss the purpose of corporate governance. Why is there a need for a global standard of corporate governance?
4. 'Corporate governance problems develop over time naturally, when managers have control and shareholders have ownership'. Discuss.