



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(AUTONOMOUS)**

**QUESTION BANK**

**Year / Semester: **II**MBA **I** Semester**

**Regulation: **R23****

**Subject and Code: Business Ethics and Corporate Governance - 22MBA232**

**UNIT - I Introduction to Business Ethics**

Meaning of Ethics – Definition - Types of Ethics - Ethics and Business - Importance and Scope of Ethics - Factors influencing Business Ethics - Objectives of Business Ethics - Ethical Dilemmas - Whistle Blowing -Morality and Ethics.

**UNIT - II Ethics in Finance, Marketing and HRM**

Insider Trading - Ethical Investments - Ethics in Market Place - Ethics in Advertising and Promotion - Ethics in Recruitment and Selection Process - Ethics at Work Place.

**UNIT - III The Ethical Value System**

Universalism, Utilitarianism, Distributive Justice, Social Contracts, Individual Freedom of Choice, Professional Codes - Culture and Ethics – Ethical Values in different Cultures, Culture and Individual Ethics.

**UNIT - IV Corporate Governance**

Meaning- Role-Importance of Corporate Governance- Roles of Directors- Role of Auditors- Role of Shareholders and Stakeholders. E-Governance in India.

**UNIT - V Global Issues in Corporate Governance**

Corporate Scams - Committees in India – Information Security and Threats- Combating Cyber Crime



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**Max Marks: 10**

S.No.	CO	Questions	BT
Unit I: FOUNDATIONS OF ETHICS			
1	1	Define ethics. Explain the meaning, nature, and significance of ethics in guiding human behavior in personal and professional life.	L2
2	1	Discuss the importance and scope of ethics in business. How does ethical behavior contribute to the long-term success of an organization?	L2
3	1	Explain the different types of ethics with relevant examples for each type. How do they differ in their application to business situations?	L2
4	1	Describe the historical development of business ethics. How have ethical standards evolved over time in the corporate world?	L2
5	1	What is an ethical dilemma? Discuss the various factors that influence ethical decision-making in organizations.	L3
6	1	Explain the concept of normative ethics and its relevance in framing business policies. Discuss its major theories with examples.	L3
7	1	Discuss the role of personal values and organizational culture in shaping ethical behavior. How can leaders promote an ethical work environment?	L3
8	1	Examine the relationship between ethics and law. Are legal actions always ethical? Justify your answer with real-world business examples.	L4
9	1	Explain utilitarianism as an ethical theory. How is it applied in making business decisions? Discuss its strengths and limitations.	L4
10	1	Discuss Kant's deontological ethics and its application in business. How does it differ from consequentialist theories?	L4
11	1	List the various types of ethics and briefly state the meaning of each type.	L1



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S.No.	CO	Questions	BT
Unit II: ETHICS IN BUSINESS FUNCTIONS			
1	2	Define insider trading. Explain the role of SEBI in detecting, preventing, and controlling insider trading in Indian capital markets.	L3
2	2	Discuss the common ethical issues in advertising. How do misleading advertisements impact consumer behavior and brand trust?	L3
3	2	Explain the concept of ethical recruitment. Discuss the best practices that organizations must follow to ensure a fair and unbiased hiring process.	L3
4	2	What are the ethical responsibilities of a business towards its employees? Discuss issues related to workplace safety, fair wages, and dignity at work.	L3
5	2	Discuss the ethical issues in marketing and sales. How do companies misuse marketing strategies to exploit consumers?	L3
6	2	Explain the concept of sexual harassment at the workplace. Discuss the legal provisions and ethical obligations of employers under the POSH Act, 2013.	L3
7	2	Discuss the ethical dimensions of employee privacy in the workplace. How should organizations balance monitoring employees with respecting their privacy?	L4
8	2	What are the ethical concerns related to child labor and forced labor in supply chains? How should companies address these issues?	L4
9	2	Examine the ethics of downsizing and layoffs. What are the ethical responsibilities of management towards employees during workforce reductions?	L4
10	2	Discuss the ethical challenges in human resource management. How can HR professionals maintain fairness and integrity in performance appraisals?	L4
11	2	List any five unethical practices commonly observed in business functions.	L1



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S.No.	CO	Questions	BT
Unit III: ETHICAL PRINCIPLES & CSR			
1	3	Identify and explain a universal ethical principle. Discuss its relevance and application in the context of modern business ethics.	L4
2	3	Compare and contrast distributive justice with procedural justice. How are these concepts applied in organizational decision-making?	L4
3	3	Describe the concept of social contract theory. How does it define the ethical obligations of businesses towards society?	L3
4	3	Explain the purpose and components of a professional code of ethics. How does it guide the behavior of professionals in organizations?	L3
5	3	Discuss Corporate Social Responsibility (CSR) as an ethical obligation of businesses. Explain its scope and importance under the Companies Act, 2013.	L4
6	3	Explain the Golden Rule as an ethical principle. How can it be applied to resolve conflicts in business relationships?	L3
7	3	Discuss the concept of restorative justice. How can it be applied in organizational settings to repair harm caused by unethical actions?	L4
8	3	Explain Rawls's theory of justice. How does the veil of ignorance concept apply to ethical decision-making in organizations?	L5
9	3	What is environmental ethics? Discuss the ethical obligations of businesses towards environmental sustainability with relevant examples.	L4
10	3	Discuss the principle of non-maleficence in business ethics. How should companies ensure that their products and services do no harm to consumers and society?	L4
11	3	Name and briefly describe five universal ethical principles applicable to business.	L1



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S.No.	CO	Questions	BT
Unit IV: CORPORATE GOVERNANCE			
1	4	Define Corporate Governance. Explain the key principles of corporate governance and their importance for the sustainable growth of an organization.	L2
2	4	Explain the appointment process, statutory duties, and legal responsibilities of directors of a company under the Companies Act, 2013.	L2
3	4	Discuss the role and composition of the Board of Directors in ensuring effective corporate governance. What are the responsibilities of independent directors?	L3
4	4	Explain the OECD principles of corporate governance. How have these principles influenced corporate governance practices in India?	L3
5	4	Discuss the concept of e-governance in India. Explain its objectives, benefits, and the major challenges faced in its implementation.	L4
6	4	Explain the role of audit committees in corporate governance. How do they contribute to financial transparency and accountability?	L3
7	4	Discuss the concept of agency theory in corporate governance. How does it explain the conflict of interest between shareholders and management?	L4
8	4	Examine the role of institutional investors in promoting good corporate governance. How can they influence management decisions?	L4
9	4	Explain the significance of corporate governance disclosure and transparency. How does SEBI's LODR ensure transparency?	L4
10	4	Discuss the concept of stakeholder theory in corporate governance. How should companies balance the interests of shareholders with those of other stakeholders?	L4



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11	4	List the key principles of corporate governance as outlined in the Companies Act, 2013.	L1
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S.No.	CO	Questions	BT
Unit V: GOVERNANCE COMMITTEES, SCAMS & GLOBAL ISSUES			
1	5	Provide detailed examples of major corporate scams in India such as Satyam, Harshad Mehta, and PNB fraud. Analyze the ethical failures and governance lapses involved.	L4
2	5	Critically examine the key recommendations of the Kumar Mangalam Birla Committee on corporate governance. How have they shaped Indian corporate governance law?	L5
3	5	Outline the global issues in corporate governance. How do governance challenges in developed economies differ from those in emerging markets?	L5
4	5	Discuss the significance of information security in corporate governance. Explain the major threats and the measures organizations must adopt to safeguard sensitive data.	L5
5	5	Examine the findings and recommendations of the Narayana Murthy Committee on corporate governance. How did these reforms strengthen board accountability in India?	L5
6	5	Discuss the role of the Securities and Exchange Board of India (SEBI) in enforcing corporate governance norms. How does SEBI protect investor interests?	L4
7	5	Analyze the Enron scandal as a case of corporate governance failure. What lessons can Indian companies learn from this global scandal?	L5
8	5	Discuss the concept of Environmental, Social, and Governance (ESG) reporting. How is ESG becoming a key governance standard for global corporations?	L5
9	5	Explain the concept of cross-border corporate governance challenges. How do multinational companies manage governance requirements across multiple jurisdictions?	L5
10	5	Discuss the governance reforms introduced by the UdayKotak Committee on corporate governance (2017). How have they improved board functioning in listed companies?	L5



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11	5	List the major corporate governance committees in India and name the year each was constituted.	L1
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Note: L1-Remembering, L2-Understanding, L3-Applying, L4-Analyzing, L5-Evaluating, and L6-Creating

### The Six Levels of Bloom's Taxonomy:

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory (e.g., list, define, name, locate).
2. **Understanding:** Constructing meaning, explaining ideas, or concepts (e.g., summarize, interpret, classify, compare).
3. **Applying:** Using information in new situations or implementing procedures to solve problems (e.g., solve, use, demonstrate, implement).
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure (e.g., contrast, categorize, distinguish, diagram).
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing (e.g., judge, critique, justify, defend, argue).
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure (e.g., design, construct, develop, formulate).