

20/11/2019

BMS (Choice Based) CBSAS (R-2016)

10:30 am to 1:00 p.m.

Time: 2:30 Hours

Marks: 75

1. All questions are Compulsory.
2. Q.1 to Q.4 have internal choice
3. Figures to the right indicate maximum marks.

**Q.1 Answer the following: (ANY 2)**

(15)

- A) Describe the importance of Ethics.
- B) What is Business Ethics? Explain principles of Business Ethics.
- C) Describe the role of government in ensuring Business Ethics.

**Q.2 Answer the following: (ANY 2)**

(15)

- A) State the various unethical marketing practices in India.
- B) Write a note on Ethics of a financial manager.
- C) What is the importance of employee code of conduct?

**Q.3 Answer the following: (ANY 2)**

(15)

- A) What is Corporate Governance? State its need.
- B) Describe the objectives of Corporate Governance.
- C) Explain the Agency Theory of Corporate Governance.

**Q.4 Answer the following: (ANY 2)**

(15)

- A) Discuss the need for CSR.
- B) State the recent guidelines in CSR.
- C) Write a note on Social Accounting.

**Q.5 Read the following case and Answer the questions:**

(15)

AMC is an Indian company involved into manufacturing herbal beauty products. It started in 2009 and within a very short span of time the company became a popular brand for providing herbal safe products. Due to the gained popularity it decided to spread its operations globally. A huge investment was made for marketing the products globally which added to the overall cost. To cover up this additional cost they decided to compromise on the quality of the product in India, as it was already well established brand there. Thus they degraded the quality of the products in India and covered up their additional cost being incurred globally. They added synthetic materials in their products they claimed to be purely natural. Taking the benefit of the on-going trend of natural products, they increased the price while the cost of the manufacturing and distributing the product had come down. They bribed the technicians of the laboratories where their products were inspected for purity and fitness to use.

**Questions:**

- Q.1 Do you think the company has adopted the right ways to reduce cost? Why?
- Q.2 Can you suggest some measures which AMC can adopt take so that the company doesn't lose its market share and doesn't compromise on ethics?