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Total No. of Pages : 03

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M.Com. (Sem.-3)

CORPORATE GOVERNANCE, ETHICS AND CORPORATE SOCIAL RESPONSIBILITY OF BUSINESS

Subject Code : MCOP-303-18

M.Code : 76830

Date of Examination : 16-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : **Units-I, II, III & IV**. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

- 1. Write briefly :**
- a) Any three major recommendations of OECD Committee.
 - b) Distinguish between Ethics and Morality.
 - c) What is the importance of studying Corporate Governance?
 - d) Difference between Code of Ethics and Code of Conduct.
 - e) Any three major ethical responsibilities of a company towards its competitors.
 - f) What are the unique features of Ethical Leadership?
 - g) What is the relationship between CSR and Business Ethics?
 - h) Explain in brief the Archie Carroll's Model of Corporate Social Responsibility.

SECTION-B

UNIT-I

2. Discuss in detail, Japan and France Models of Corporate Governance.
3. What do you mean by whistle blowing? Explain different types of whistle blowers.

UNIT-II

4. What are the major recommendations of the Narayana Murthy Committee on Corporate Governance in achieving the goal of corporate transparency?
5. “*Ethical dilemma is generally faced by all employees in their working tenure*”. Do you agree? Also, discuss the method of resolving the ethical dilemma.

UNIT-III

6. Discuss in detail various ethical issues in Marketing.
7. Discuss in brief the following:
 - a) Environmental Ethics.
 - b) Ethics in Global Business.

UNIT-IV

8. What are the various drivers of Corporate Social Responsibility (CSR)? Which driver in your opinion is more relevant in modern context?
9. Describe various notable Corporate Social Responsibility (CSR) initiatives in India.

SECTION-C

10. Solve the following Case Study:

Yummy Noodles are manufactured by ABC Limited are in great demand. On May 21, 2020, a team-led by Mr.Rahul, Food Safety & Drugs Administration (FSDA) officer, had collected a few Yummy Noodles samples from one retailer in Chennai. He had sent the samples to test whether ABC Limited was complying with its stated claim that Yummy doesn't contain Monosodium Glutamate (MSG) a possible carcinogen. In one test in Gopalpur, it was proved that MSG was used more than the prescribed level. The FSDA had sent a notice to ABC Limited asking its officers to appear before a designated officer

under section 46(4) of the FSDA Act. However, the company had challenged the authority of the designated officer to start prosecution against them. Facing resistance, Mr. Rahul had sent another notice to ABC Limited. The company then had paid a requisite fee of Rs. 1,000 for getting Yummy samples tested in the Kolkata laboratory. Kolkata laboratory is considered as one of the best laboratories in the country. Test in Kolkata laboratory not only confirmed the presence of MSG in Yummy but also detected dangerously high lead content in the Yummy samples. Yummy instant noodles came under the scanner for three main reasons. The first was the aforementioned violation of the regulations for adding lead and MSG into the product. As against the maximum limit of 2.50 parts per million (ppm), the amount of lead detected in the Yummy samples was perilously high at 17.2 ppm. The second offence was mentioning 'No added MSG' on the packaging, which is an act of mislabeling. Also, it launched 'Yummy Oats Masala Noodles' without meeting the appropriate norms of standardization. On July 5, 2020, a nationwide ban was imposed on Yummy by FSSAI (Food Safety and Standards Authority of India).

To begin with, in July 2020 itself, ABC Limited announced a recall of all its instant noodles from the markets. It began to be executed within two days. At the same time, the other step was confidence building measures. They set up a mechanism for maintaining customer relationships, be it through a customer services helpline or posting FAQs regarding recent developments on its website, not to mention its presence on social media platforms like Facebook and Twitter, where representatives answered all sorts of questions asked by irate customers.

Questions :

1. Who was the whistle blower in case of Yummy Noodles case? What care did he take before whistle blowing?
2. What kind of ethical lapse was found in Yummy production and towards whom? How did ABC limited make up to this loss of reputation?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.