

**M. COM DEGREE END SEMESTER EXAMINATION OCTOBER 2016**  
**SEMESTER - 3: COMMERCE**  
**COURSE: P3COMT14- CORPORATE GOVERNANCE**

Common for Regular (2015 Admission) & Supplementary / Improvement (2014 Admission)

Time: Three Hours

Max. Marks: 75

**Part A**

(Answer **all** questions. Each question carries **two marks**.)

1. Define Independent Directors.
2. Define Core Competence.
3. Define Business Ethics.
4. Define Ethical Values.
5. Briefly explain fair competition.
6. Write short note on Insider trading.
7. What is Total Quality Management?
8. Define Corporate Image.
9. What do you mean by Knowledge Economy?
10. Who are called knowledge workers? (2 x 10 = 20)

**Part B**

(Answer **any five** questions. Each question carries **5 marks**)

11. Explain the role and importance of Corporate Governance in improving the performance of Corporate Sector?
12. Discuss the stakeholder's theory of Corporate Governance.
13. What are the critical areas that facilitate the company to achieve excellence?
14. Discuss the importance of Organization Culture in an Organization?
15. Explain the objectives of business ethics.
16. Discuss some unethical practices in advertising.
17. Discuss the main components of management quality.
18. Explain the steps to be followed in launching a corporate image communications programme (5 x 5 = 25)

**Part C**

(Answer **any two** questions. Each question carries **15 marks**)

19. Critically examine the role played by SEBI in promoting corporate governance in India.
20. What are the important issues in corporate governance?

21. What are the steps for implementing Value Based Management in business organizations?
22. What is the importance of Quality of Work Life in present business context?  
What steps can an organization take to ensure QWL?

(15 x 2 = 30)

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