**BBA (TOURISM MANAGEMENT)**

**Semester IV**

**BM1442 BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Section A. One or Two Sentence Questions (1 Mark)**

1. What is business ethics?
2. Why is ethics important in business?
3. What is the role of leadership in business ethics?
4. What is CSR?
5. Why is CSR important?
6. Corporate Governance
7. What is corporate governance?
8. Why is corporate governance important?
9. What is organizational culture?
10. What is cultural diversity?
11. What are personal values?
12. What is an ethics committee?
13. What is the meaning of transparency in business?
14. What is accountability in business?
15. What is the role of SEBI?
16. What is Clause 49?
17. Define business ethics.
18. Define CSR.
19. Define corporate governance.
20. Define organizational culture.
21. Define values.
22. What promotes trust in business?
23. What ensures accountability?
24. What is essential for business success?
25. What is a key aspect of CSR?
26. What is crucial for corporate governance?

**Section B. One Paragraph Questions (2 Marks)**

1. What is business ethics? Explain its importance.
2. Describe the role of leadership in shaping business ethics.
3. What are the benefits of business ethics?
4. Define CSR and explain its significance.
5. Describe the rationale behind CSR.
6. Define corporate governance and explain its importance.
7. Describe the role of the board of directors in corporate governance.
8. Define organizational culture and explain its characteristics.
9. Describe the importance of managing cultural diversity.
10. Define personal values and explain their significance.
11. Describe the role of an ethics committee.
12. Explain the concept of transparency in business.
13. Describe the importance of accountability in business.
14. What is the role of SEBI in corporate governance?
15. Explain the significance of Clause 49.
16. Write 2 key principles of corporate governance?
17. Describe 2 benefits of CSR.
18. Explain the importance of business ethics in decision-making.
19. Describe the role of organizational culture in shaping employee behavior.
20. What are the consequences of poor corporate governance?
21. Compare business ethics and CSR.
22. Distinguish between organizational culture and corporate culture.
23. Compare the roles of leadership and management in business ethics.
24. How can business ethics be applied in a company?
25. Describe a situation where CSR can be implemented.

**Section C. Short Answer Questions (4 Marks)**

1. Discuss the importance of business ethics in today's corporate world. Explain its impact on stakeholders.
2. What are the benefits of implementing business ethics in an organization? Provide examples.
3. Explain the role of leadership in shaping business ethics. How can leaders promote ethical behavior?
4. Discuss the challenges of implementing business ethics in a globalized business environment.
5. How can business ethics contribute to long-term sustainability and success?
6. Discuss the concept of CSR and its significance in modern business. Provide examples of CSR initiatives.
7. Explain the benefits of CSR for businesses and society. How can CSR contribute to sustainable development?
8. What are the different types of CSR initiatives that businesses can undertake? Provide examples.
9. Discuss the challenges of implementing CSR in a business organization.
10. How can businesses measure the effectiveness of their CSR initiatives?
11. Discuss the importance of corporate governance in ensuring accountability and transparency. Explain its role in preventing corporate scandals.
12. What are the key principles of corporate governance? Explain their significance.
13. Discuss the role of the board of directors in corporate governance. What are their responsibilities?
14. Explain the significance of independent directors in corporate governance.
15. How can corporate governance contribute to long-term sustainability and success?
16. Discuss the importance of organizational culture in shaping employee behavior. Explain its impact on business performance.
17. What are the characteristics of a strong organizational culture? How can it be built and maintained?
18. Explain the significance of managing cultural diversity in a globalized business environment.
19. Discuss the challenges of managing cultural diversity in a business organization.
20. How can businesses promote a culture of ethics and compliance?
21. Discuss the importance of personal values in shaping business ethics. Explain their impact on decision-making.
22. What is the role of an ethics committee in promoting business ethics? Explain its responsibilities.
23. Discuss the significance of whistleblower policies in promoting business ethics.
24. Explain the importance of ethics training in business organizations.
25. How can businesses promote a culture of ethics and integrity?

**Section D. Essay Questions (15 Marks)**

1. Discuss the importance of business ethics in today's corporate world. Analyze its impact on stakeholders and provide examples.
2. Examine the role of leadership in shaping business ethics. How can leaders promote ethical behavior and create a culture of integrity?
3. Critically evaluate the benefits and challenges of implementing business ethics in a globalized business environment.
4. Discuss the significance of corporate social responsibility (CSR) in business ethics. How can CSR contribute to sustainable development?
5. Analyze the relationship between business ethics and corporate governance. How can effective governance promote ethical behavior?
6. Discuss the concept of CSR and its significance in modern business. Analyze the benefits and challenges of CSR initiatives.
7. Examine the role of businesses in promoting sustainable development through CSR. Provide examples of successful CSR initiatives.
8. Critically evaluate the impact of CSR on business performance and stakeholder relationships.
9. Discuss the importance of stakeholder engagement in CSR initiatives. How can businesses effectively engage with stakeholders?
10. Analyze the relationship between CSR and business ethics. How can CSR promote ethical behavior?
11. Discuss the importance of corporate governance in ensuring accountability and transparency. Analyze its role in preventing corporate scandals.
12. Examine the role of the board of directors in corporate governance. What are their responsibilities and how can they promote effective governance?
13. Critically evaluate the significance of independent directors in corporate governance.
14. Discuss the importance of audit committees in corporate governance. How can they promote transparency and accountability?
15. Analyze the relationship between corporate governance and business ethics. How can effective governance promote ethical behavior?
16. Discuss the importance of organizational culture in shaping employee behavior. Analyze its impact on business performance.
17. Examine the role of leadership in shaping organizational culture. How can leaders promote a culture of ethics and integrity?
18. Critically evaluate the significance of managing cultural diversity in a globalized business environment.
19. Discuss the importance of ethics training in business organizations. How can it promote ethical behavior?
20. Analyze the relationship between organizational culture and business ethics. How can a strong culture promote ethical behavior?
21. Discuss the importance of integrating business ethics into strategic management. Analyze its impact on business performance.
22. Examine the role of ethics in decision-making. How can businesses ensure that their decisions are ethical and responsible?
23. Critically evaluate the significance of corporate social responsibility (CSR) in strategic management.
24. Discuss the importance of stakeholder engagement in strategic management. How can businesses effectively engage with stakeholders?
25. Analyze the relationship between business ethics and long-term sustainability. How can businesses promote ethical behavior and achieve long-term success?