

Subject Code: MB1326/R13

M B A - II Semester Regular Examinations, August - 2014

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. (a) What is more important, ethics or law? Give reason
(b) Why is the subject of ethics seen negatively in the context of business?
2. Discuss some of the salient features of consumerism. How can ethical consumerism change business?
3. In a democratic and law-abiding country, why should coporations go for another mandate with the people?
4. What personal questions are objectionable at an interview and why?
5. What was the first official report on corporate governance and why was it commissioned?
6. Does company law in most jurisdictions distinguish the roles of executive and non-executive directors?
7. What value links the original Western concept of the corporation with the contemporary Asian attitude?
8. **Case Study**

Eight directors of Trans-Tec, a British engineering group which collapsed, were banned from being company directors under UK company law for a total of forty-two years following an investigation for presenting a false picture to the group's auditors and for intentionally producing and signing misleading or false accounts. The investigation found that the managers were unsuited to their roles.

Questions:

- a) Each of the TransTec. directors were banned from being company director for an average of five years. Is this an appropriate punishment?
- b) On the completion of the exclusion period would they be any more likely to be suitable as a directors?

Subject Code: MB926/R09

M B A - II Semester Supplementary Examinations, August - 2014

INTRODUCTION TO TECHNOLOGY MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any FIVE of the following

All questions carry equal marks. Q.No.8 is compulsory

1. a). Define technology management and discuss its features.
b). How do organizations respond to technology changes?
2. a). Describe the status of Management of technology in India.
b). Discuss the steps in formulation of technology strategy.
3. a). Explain about trajectories of technology.
b). Discuss the strategy tools for company technology analysis.
4. a). What are the methods of technology acquisition?
b). What is technology appropriation? State its advantages.
5. a). What is process innovation? Explain this with examples
b). Explain the techniques in process improvement.
6. a). Define technology transfer and discuss the modes of transfer of technology
b). What are the channels of technology flows? And state their limitations.
7. a). What is technology diffusion? State the factors influencing it.
b). What are the challenges of managing technology diffusion?
8. a). **Discuss about the technology deployment strategies.**
b). **What is corporate venturing? How can companies benefit from it?**
