ST MARY’S UNIVERSITY

TWICKENHAM, LONDON

BA/BA (ITT) Degree Examination students registered for

Level **SIX**

Title: **Corporate Governance and Social Responsibility**

Code: **MGT6013**

Semester: **TWO**

Date: **May 15th 2019**

Time: **9.30 – 11.30 AM**

TIME ALLOWED: **TWO** HOURS

**This assessment is worth 50% of the overall module grade.**

Answer **ANY THREE** questions. All questions carry equal marks. Include examples in your answers as appropriate.

1. Critically assess the concept of cause-based investment.
2. Evaluate the ethical concerns that advertisers should be aware of when designing marketing campaigns.
3. Critically discuss the view that ‘whistleblowers are traitors to their colleagues and employers’.
4. Evaluate the influence of stakeholder theory and agency theory on the design of corporate governance arrangements.
5. Critically review economist Milton Friedman’s efficiency perspective of ethics.
6. Do corporate social responsibility and stakeholder theory provide an effective incentive for business to become environmentally sustainable?
7. Critically review the usefulness of company codes of ethics.

**END OF EXAMINATION**