

**MBA- Distance (2<sup>nd</sup> Semester) Examination, Dec 2018(DDE)**

**[Sessions: (Jan 2017-Dec 2018), (Jan 2016-Dec 2017)]**

**Subject: Corporate Social Responsibility (CSR)**

**Paper: MBD-205**

**Time: 3 Hours**

**Full Marks: 80**

*The figures in the margin indicate full marks*

*Candidates are required to give their answers in their own words as far as practicable*

**GROUP A**

*Answer any six questions*

*5X6=30*

1. State the characteristics of Corporate Social Responsibilities (CSR).
2. Briefly describe how Corporate Citizenship is different from CSR.
3. How do you identify the key stakeholders of a particular company?
4. How can the benefits of CSR be measured?
5. Why is the linkage between ethics and CSR relevant in the context of corporate decision making?
6. State the important facets of a Social Accounting Matrix.  
“CSR is an important issue in business now-a-days”—justify.
7. “Businesses invest the money; therefore they decide the modus operandi of the CSR initiative”. -Do you agree? Justify.
8. What are the responsibilities of business towards Government?

**GROUP B**

*Answer any five questions*

*10X5=50*

9. Enumerate the chronological evolution of CSR in India vis-à-vis the various ‘thinking approaches’.
10. Following Carroll, explain the different responsibilities of business organisations that form a pyramid of holistic CSR.

- 11.** Following the Companies Act, 2013, discuss the set of activities eligible under CSR, the concomitant role of the board and the CSR committee.
- 12.** Describe the Strategic CSR Model and identify its important elements.
- 13.** With the help of suitable examples, summarise some thrust areas that are being incorporated into business practices in the context of CSR.
- 14.** Discuss any five important principles governing the United Nations Global Compact.
- 15.** Suppose, you are a major stakeholder in a large company. Identify five (5) measures you will take in relation to environmental concerns and corporate sustainability.