

MBA-D 2nd Semester Examination, June 2019(DDE)

[Session: July 2016-June 2018 and July 2017-June 2019]

Subject: Corporate Social Responsibility (CSR)

Paper: MBD- 205

Time: 3 Hours

Full Marks: 80

Candidates are requested to give their answers in their own words as far as practicable.

Group-A

Answer any 6 questions

5x6=30

1. Write the characteristics of Corporate Social Responsibilities (CSR).
2. Briefly explain how Corporate Citizenship is different from CSR.
3. Identify the key stakeholders of a particular company.
4. How to measure the benefits of CSR?
5. Why has social contract become prominent in CSR?
6. Write the important facets of a Social Accounting Matrix.
7. “Businesses invest the money; therefore they decide the modus operandi of the CSR initiative”. -Do you agree? Justify
8. Write the responsibilities of business towards the environment?

GROUP-B

Answer any 5 questions

10x5=50

9. Mention the chronological evolution of CSR in India vis-à-vis the various ‘thinking approaches’.
10. Follow Carroll’s Model; explain the different responsibilities of business organisations that form a pyramid of holistic CSR.

11. The Companies Act, 2013, states the set of activities eligible under CSR, the concomitant role of the board and the CSR committee.
12. Explain 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. Explain in brief the various factors of sustainability.
15. With the help of suitable examples, summarise some thrust areas that are being incorporated into business practices in the context of CSR .