

SVKM's NMIMS

School of Distance Learning

Programme: DBM/PGDBM/DMM/PGDMM/DFM/

PGDFM/DHRM/PGDHRM/DITM/PGDITM/DSCM/PGDSCM/DBFM/PGDBFM/ADITM/ADBFM

Academic Year: 2011-2012

Semester I

Subject: Corporate Social Responsibility

Marks: 70

Time: 11.00 a.m to 2.00 p.m

Date: 29.12.2011

Course old

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each question to be started on a fresh page.
 2. Figures in brackets indicate full marks.
 3. Please write in legible handwriting
 4. All questions are compulsory
 5. Insert proper question numbers in the answer sheet
 6. Please write answers in a sequential manner
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Q. 1. Discuss the concepts. Attempt any 2 out of 4 (10)

- (a) Merchant Charity
- (b) Trusteeship
- (c) Social Development
- (d) Ethics

Q. 2. Write Short notes on any 2 out of 5 (10)

- (a) Developments of CSR in Western countries
- (b) The pyramid of CSR
- (c) Millennium Development Goals
- (d) Liberalization and its impact on Social Development
- (e) Role of NGOs

Q. 3. Answer any 3 out of 5 (30)

- (a) Discuss the different Social Responsibility Theories.
- (b) What are the motivating factors for companies to execute its social responsibilities?
- (c) Discuss the types of programmes that could be developed for promoting CSR activities.
- (d) How can one measure the impact of CSR initiatives?
- (e) What is the business case for CSR?

Q. 4. Discuss the following: (20)

“Society is one of the critical stakeholders of business”. How does business impact local community positively as well as negatively? With the help of a live example elaborate how businesses are finding innovative ways to bring benefits to themselves as well as to the local communities in which they operate.