

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Subject: Corporate Social Responsibility

Date: 3.1.2013

Semester: I

Course: New

Marks: 50

Time: 3:00pm to 5:00pm

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 new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 5 (Discuss)

Marks: 10

- a) Typology of Stakeholder as explained by Mitchell, Agle and Wood.
- b) Business of Business is Business – Explain the statement.
- c) Pyramid of Corporate Social Responsibility
- d) Benefits of Environmental CSR
- e) Strategy Involved in CSR Implementation

2. Write short notes on any 2 out of 5

Marks: 10

- a) Distinguish Between Stakeholders and Shareholders.
- b) Concept on Trusteeship by Gandhiji.
- c) Generations of CSR
- d) Contemporary Drivers for CSR
- e) Voluntary Codes of Conduct for CSR

3. Attempt any 3 out of 6

Marks: 30

- a) How do you think globalization has impacted Trade and Finance around the World?
- b) Explain the commercial benefits of CSR.
- c) Explain Social Responsibility of Business towards Shareholders and Customers.
- d) Explain the steps involved in developing a CSR Strategy.
- e) "It is the responsibility of the politicians to deal with social issues. It is not the role of corporation to get involved in social issues" – Explain your view point on the statement.
- f) Explain various ways to improve Corporate Governance.

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