

**SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING**

PROGRAM(Semester):

DBM(I)/PGDBM(I)/DMM(I)/PGDMM(I)/DFM(I)/PGDFM(I)/DHRM(I)/PGDHRM(I)/DITM(I)
/PGDITM(I)/DSCM(I)/PGDSCM(I)/DBFM(I)/PGDBFM(I)/ADITM(I)/ADBFM(I)

Subject: Corporate Social Responsibility

Date: 29-05-2009 (11.00 a.m. – 2.00 p.m.)

Marks: 100

Time : 3 hrs

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.

Kindly note the following:

1. Answer to each new question to be started on a fresh page.
 2. Figure in brackets indicate full marks.
 3. Please answer 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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I) Read the Fact Sheet and Answer the Questions

30 Marks

Villagers in Kazipally, Bollaram and Patancheru in Medak district of Andhra Pradesh are dying die a slow death due to severe health problems like arthritis and bone deformities, skin cancer and tumours, visual and neural disorders, premature deliveries and abortions. This is the result of blatant violation of all environmental norms by pharmaceutical and industrial units. Older residents recall the area as wide green expanse with lush paddy fields interspersed with clear ponds brimming with aquatic life. Today, 2,000 acres of agricultural land has been destroyed. Long-standing tamarind, banyan and neem trees are wilting. A historic tank constructed 600 years ago in Kazipally was the pride of the village. The tank, which had sustained the village with good quality water, has also fallen victim to pollution.

Sivahmma, 58, says: "Youngsters now suffer joint pains, kidney problems, low immunity. Gums have a blue lining (indicating mercury and lead poisoning). Many suffer burning and redness in eyes. Recently two babies were born with eyelids but no eyeballs." Since 1971, 800 industries (including big bulk drug companies, chemical and paints units, stone cutting and polishing, welding electrodes, locomotive and mosquito repellent manufacturers) have been pumping their toxic effluents into the environment. Toxic emissions and the "coloured water fall" have found their way into rivers and ponds.

The Central Pollution Control Board identified nearby Medak as one of the 22 critically polluted areas. The Apex Court, in fact, ordered closure of 60 per cent of the most polluting industries, payment of compensation to villagers and installation of Effluent Treatment Plants in the rest. "But there is a huge gap between directives and implementation," laments activist Rajasekhar. Only 18 industries were closed. Will people ever be more important than profit in our country of billion plus? No0thing has

changed for the people. Only industrial revenue has grown to Rs.5000 crores. Protests have fallen on deaf ears. Recently Greenpeace has moved in to empower people and activate cross sector partnerships.

Answer the Questions below

1. Who is responsible to deteriorate Pattencheru? Will people ever be more important than profit in our country of billion plus? Justify your answer
2. What has been the role of the government in the above case? What steps should government take to rectify the situation.
3. Discuss how businesses, government and NGO can work together to resolve the issue.

II) Read the following and answer the questions-----

10 Marks

The high street chain of UK, 'Woolworths' since July 2007 has been the subject of an ongoing campaign, orchestrated by Greenpeace (NGO), which culminated in Greenpeace volunteers around the country "seizing the light" and removing the bulbs from store shelves in major cities in UK. Greenpeace has been urging Woolworths to "ban the bulb" since the beginning of the year. Old fashioned, incandescent lightbulbs waste 95 per cent of the energy that they use as heat. The group announced that power crazy, incandescent light bulbs would not be available in its stores by the end of 2010 and they will sell only highly efficient, compact fluorescent (CFL) bulbs.

Q1- According to you was Woolworth at fault? Why should Green Peace(NGO) interfere in Woolworth's business?

Q2-Discuss the changing relationship between NGOs and business and how does it impact business?

III) Answer any 3 from below in 15-20 sentences

45 Marks

- 1) Discuss with the help of suitable examples differences between various generations of CSR and difference between strategic CSR and philanthropic CSR
- 2) Discuss the steps for operationalizing CSR in any organization
- 3) Discuss the types of programmes that can be developed in an organization for promoting CSR activities
- 4) What are the benefits for CSR for the company. Give suitable examples to support your answer

IV) Write Short Notes on any One of the following

15 Marks

- a) Triple Bottom Line
- b) Drivers for CSR
- c) Arguments for and against CSR