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**SVKM's NMIMS University
School of Distance Learning**

Corporate Social Responsibility

Date: 6.6.2008

Marks: 100

Time: 11.00 am to 2.00 pm

- Instructions: - (a) Attempt any Five Questions.
(b) Each question has a weightage of 20 marks.
(c) Write in legible handwriting
(d) Give examples wherever necessary

1. What is Corporate Social Responsibility? Discuss the benefits and limitations of CSR initiatives for the corporate sector. Express your opinion.
2. What is the difference between old and new concepts of CSR?
3. Discuss the difference between three generations of CSR.
4. What are the different programs of CSR activities?
5. Discuss how can we measure the impact of CSR? Discuss any one-measurement tool at length.
6. Discuss the steps for operationalizing CSR in any organization.
7. Write notes:
 - a. Millennium Development Goals
 - b. Stakeholders
8. Explain the following terms:
 - a. Sustainable Development
 - b. Triple Bottom Line
 - c. NGOs
 - d. Employee Volunteering