

SVKM's NMIMS UNIVERSITY
School of Distance Learning

Corporate Social Responsibility

DBM/DMM/DFM/DHRM/PGDBM/PGDMM/PGDFM/PGDHRM/ADBFBM/ADITM

Date: 31.5.2007

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.

1. Explain the term Corporate Social Responsibility? Why is it important for a country like India?
2. Explain the following concepts:
 - a) Sustainable Development
 - b) Trusteeship
 - c) Stakeholders
 - d) Risk Management
3. Write Short Notes:
 - a) Objectives of Tenth Five Year Plan
 - b) Triple Bottom Line
4. Discuss the arguments for and against Corporate Social Responsibility. What are your views?
5. Write an essay on main drivers and factors for CSR.
6. Explain the various types of programmes that could be developed for promoting CSR activities.
7. How can the impact of CSR be measured? Give suitable examples.
8. Discuss the steps involved in operationalise CSR in companies.

9. Discuss the role of NGOs and Government in helping companies to attain its CSR objectives. Give examples.
 10. Express your views on:
 - a) Business Ethics
 - b) Corporate Governance
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