

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015

Subject: Corporate Social Responsibility

Date: 15.06.2014

Semester: I - RE-EXAM

Marks : 50

Time: 3.00 p.m. to 5.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Key challenges in stakeholder engagement
- b) Environmental CSR benefits
- c) CSR measurement and monitoring tools
- d) CSR reports

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

(Marks: 2X5=10)

- a) Millennium Development Goals
- b) Various generations of CSR
- c) Benefits of Corporate Governance
- d) Importance of CSR assessment and its process
- e) Benefits of CSR at Marketplace

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) Discuss the business case for CSR with examples in each case.
- b) Describe the various voluntary codes/standards available to guide businesses towards developing responsible practices
- c) Describe the steps for developing a CSR strategy with appropriate examples.
- d) Elaborate on the steps followed by leading companies for implementing CSR.
- e) Describe the main constituents of good Corporate Governance to be incorporated by companies to improve their credibility in the market.
- f) Discuss the major drivers that have compelled Indian business leaders to integrate CSR into their strategy.
