

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

Programme: PGDMM (For Employees of Max Life insurance)

Examination: June 2015

Subject: Corporate Social Responsibility

Date: 16.06.2015

Semester: I - RE-EXAM

Marks : 50

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

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. Write short notes on any 2 out of 4

Marks: 10

- a) Sustainable Development
- b) Stakeholder VS Shareholder
- c) CSR during Pre-Independence and Post-Independence of India
- d) Gandhiji's Theory of Trusteeship

2. Write short notes on any 2 out of 5

Marks: 10

- a) Globalization and its Positive and Negative Impact
- b) Friedman's Theory of CSR
- c) Commercial Benefits of CSR
- d) Strategic Partnership with NGO
- e) CSR at Workplace

3. Attempt any 3 out of 6

Marks: 30

- a) Explain various types of stakeholder as proposed by Mitchell, Agle and Wood.
- b) Explain Social Responsibility of Business towards Government, Society and Customers.
- c) Explain Corporate Governance and ways to improve it.
- d) "CSR is government job and business should abstain from it" – Explain your view point on the statement.
- e) Explain the assessment and steps involved in developing a CSR Strategy.
- f) Explain any five Voluntary Codes of Conduct for CSR.