

**SVKM's NMIMS**  
**NMIMS - GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DBM/PGDBM/DMM/PGDMM/DFM/PGDFM/DHRM/PGDHRM/DITM/PGDITM/  
DSCM/PGDSCM/DBFM/PGDBFM/DFPWM

Examination: June 2015  
Subject: Corporate Social Responsibility

Semester: I  
Course : New  
Marks : 70  
Time: 11.00 a.m. to 2.00 p.m.

Date: 18.06.2015

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. Attempt any 2 out of 4

**Marks: 10**

- a) Sustainable Development
- b) Millennium Development Goals
- c) Types of Stakeholders
- d) Corporate Governance

2. Write short notes on any 2 out of 5

**Marks: 10**

- a) Globalization and its Positive and Negative Impact
- b) Voluntary Code of Conduct for CSR
- c) Strategic Partnership with NGO
- d) Triple Bottom Line
- e) Pyramid of CSR

3. Attempt any 3 out of 6

**Marks: 30**

- a) Explain Social Responsibility of Business towards Customers and Competitors.
- b) Explain Corporate Governance and ways to improve it.
- c) Explain any three theories of CSR.
- d) What are the various steps involved in developing CSR Strategy?
- e) Are the arguments against CSR justified? Give your viewpoints.

f) Explain with examples, various steps involved in implementing CSR Strategy.

4. Attempt both the questions

**Marks: 20**

a) Explain Social Responsibility of Business towards Government and Society.

b) What are the benefits of CSR to Business?

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