

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 2016
Subject: Corporate Social Responsibility

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

Date: 13.06.2016

Instructions:

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

Q. 1) Attempt any 2 out of 4.

(Marks: 2X5=10)

- a) Broad issues of CSR at Market Place
- b) Fundamentalist Theory
- c) Reasons for CSR Reporting
- d) Social impact of globalization

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

(Marks: 2X5=10)

- a) Focus of CSR Measurement
- b) Key challenges in stakeholder engagement
- c) Designing environmental CSR
- d) Strategic Philanthropy
- e) ILO Conventions

Q. 3) Attempt any 3 out of 5.

(Marks: 3X10=30)

- a) Based on the changing relationship between business and society how does Simon Zadek describe the development of CSR?

- b) What is the pre-requisite in designing a CSR strategy? Describe the 4 stage process in detail.
- c) If you are a business leader, what drivers would compel you to integrate CSR as a business strategy?
- d) What constitutes corporate governance? What kind of corporate responsibilities do the modern corporate governance standards expect companies to fulfill?
- e) How do responsible businesses help to enhance business operations and achieve sustainable outcomes?

Q. 4) Attempt both the questions.

(Marks: 2X10=20)

- a) What is TBLR and GRI used for? What should a CSR Report contain?
- b) What are the basic conditions an NGO must satisfy when a company wishes to start a partnership with it? What strategies do NGOs adopt to influence the corporates to execute their social responsibilities?
