

**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

Examination: December 2016  
Subject: Corporate Social Responsibility

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

Date: 12.12.2016

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**Instructions:**

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

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**Q. 1) Attempt any 2 out of 4.**

**(Marks: 2X5=10)**

- a) Reasons for CSR Reporting
- b) Friedman's Theory/Fundamentalist Theory
- c) Stakeholder concept
- d) Role of Business in Sustainable Development

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

**(Marks: 2X5=10)**

- a) Liberalization and CSR
- b) Social Justice Theory, Rights Theory and Deontological Theory
- c) Steps to implement CSR
- d) Areas of CSR Implementation
- e) Benefits of CSR at Workplace

**Q. 3) Attempt any 3 out of 5.**

**(Marks: 3X10=30)**

- a) Key Issues of CSR with Communities
- b) NGO Strategies to Influence CSR
- c) Government Support at International Level for CSR
- d) Steps to Design CSR Intervention

e) Discuss how responsible business helps to enhance business operations and achieve sustainable outcomes

**Q. 4) Attempt both the questions.**

**(Marks: 2X10=20)**

a) As a Business leader identify the major drivers which have compelled you to integrate CSR as a business strategy.

b) Pooja is a trainee at the CSR department and you would like to introduce the concept of MONITORING in CSR, to her. Elaborate what is it & state its types.

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