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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: JUNE - 2022
SEMESTER - V
Sub.: Corporate Social Responsibility (BBA15 -516)

Date : 28/06/2022

Total Marks : 60

Time:10.00 am to 12.30 pm

- Instructions:** 1) The paper consists of two sections I and II.
 2) All questions are compulsory.

SECTION - I

Q. 1. Answer in detail (Any two out of four) (20)

1. What is cost externalization? Why does it happen?
2. Explain balance scorecard in detail.
3. Explain Corporate Governance Principle in detail.
4. Describe corporate planning process.

Q. 2 Write short notes: (Any 2) (10)

1. Write a note on CSR Act
2. Write a note on Social Contract
3. Write a note on Gaia Hypothesis
4. Why does a company have to be ethical

SECTION-II

Q. 3. Choose the most appropriate option (20)

- 1) Ethics are important and necessary.

a) True	b) False
c) Not Sure	d) Doesn't Matter
- 2) Measuring performance of CSR activity is not important.

a) False	b) True
c) Performance has nothing to do with CSR	d) Doesn't Matter
- 3) Which is not the part of decision-making process.

a) Identify Objectives	b) Search for alternative options
c) Gather Data	d) Don't compare actual vs standard plan
- 4) Which is not the style of leadership.

a) Authoritarian	b) Democratic
c) Absenteeism	d) Laissez-Faire
- 5) Optimal Contract of Agency Theory doesn't include

a) Risk	b) Incentives
c) Power	d) Information Systems
- 6) Strategic planning process doesn't include.

a) Strategic Vision	b) Strategic Planning Objective
c) Salability of Products and Services	d) Implementation plan

- 7) Which is not the systems of control.
 - a) Behavioral Control
 - b) Output Control
 - c) Government Control
 - d) Clan Control
- 8) Which is not the source of Power in Leadership and CSR strategy.
 - a) Coercive Power
 - b) Reward Power
 - c) Electrical Power
 - d) Referent Power
- 9) Which is not the objective of Business.
 - a) Profit Maximization
 - b) Maximizing Cash Flow
 - c) Creating Debt
 - d) Growth
- 10) Social Accounting doesn't cover.
 - a) Concerns of Investors
 - b) Community Relations
 - c) Concern for wrongdoing
 - d) Concern of Ecology
- 11) Which is not the component of corporate behavior.
 - a) CSR
 - b) Law
 - c) Ethics
 - d) Malpractices
- 12) Corporate Reputation helps in
 - a) Increased shareholder value
 - b) Destroying Brand
 - c) Less employee commitment
 - d) Doing unethical business
- 13) Environmental Audit is not important in CSR
 - a) True
 - b) False
 - c) Not Sure
 - d) No Need of Audit
- 14) Does Globalization affects CSR
 - a) Yes
 - b) No
 - c) It is irrelevant to CSR
 - d) It Doesn't affect CSR
- 15) Which is not the principle of Corporate Governance.
 - a) Transparency
 - b) Accountability
 - c) Unfairness
 - d) Responsibility
- 16) Which task is not a management task performed by Business Managers
 - a) Planning
 - b) Organizing
 - c) Not managing the People
 - d) Directing
- 17) CSR is applicable to company having turnover
 - a) 500 crores
 - b) 1000 crore
 - c) 2000 crores
 - d) 1500 crore
- 18) Leadership is very important in CSR
 - a) Yes
 - b) No
 - c) No idea
 - d) uncertain
- 19) Performance appraisal is required in CSR
 - a) Yes
 - b) Sometimes
 - c) Not Required
 - d) Never
- 20) CSR rules are same across the world
 - a) Yes
 - b) Sometimes
 - c) Different for every country
 - d) No Idea

Q.4. Case Study**(10)**

This case is about Coca-Cola's corporate social responsibility (CSR) initiatives in India. It details the activities taken up by Coca-Cola India's management and employees to contribute to the society and community in which the company operates.

Coca-Cola India being one of the largest beverage companies in India, realized that CSR had to be an integral part of its corporate agenda. According to the company, it was aware of the environmental, social, and economic impact caused by a business of its scale and therefore it had decided to implement a wide range of initiatives to improve the quality of life of its customers, the workforce, and society at large. However, the company came in for severe criticism from activists and environmental experts who charged it with depleting groundwater resources in the areas in which its bottling plants were located, thereby affecting the livelihood of poor farmers, dumping toxic and hazardous waste materials near its bottling facilities, and discharging waste water into the agricultural lands of farmers. Moreover, its allegedly unethical business practices in developing countries led to its becoming one of the most boycotted companies in the world. Notwithstanding the criticisms, the company continued to champion various initiatives such as rainwater harvesting, restoring groundwater resources, going in for sustainable packaging and recycling, and serving the communities where it operated. Coca-Cola planned to become water neutral in India by 2009 as part of its global strategy of achieving water neutrality. However, criticism against the company refused to die down. Critics felt that Coca-Cola was spending millions of dollars to project a 'green' and 'environment-friendly' image of it, while failing to make any change in its operations. They said this was an attempt at green washing as Coca-Cola's business practices in India had tarnished its brand image not only in India but also globally. The case discusses the likely challenges for Coca-Cola India as it prepares to implement its new CSR strategy in the country.

Questions:

1. Analyze the CSR strategy adopted by Coca-Cola India.
 2. Do you able to identify the issues and challenges faced by Coca-Cola with regard to its sustainability initiatives in India.
 3. Analyze the underlying reasons for the growing criticism against Coca-Cola in India and explore ways in which the company can address this issue.
 4. Do you understand the concept of greenwashing and discuss whether Coca-Cola is serious about its water sustainability initiatives?
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