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

Date : 24/12/2022

Total Marks : 60

Time: 10.am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

- Which is not a characteristic of corporate social responsibility?
 - Product safety
 - Consumer rights
 - Environmental policies
 - Price-fixing
- Corporate social responsibility (C.S.R) is applicable to _____
 - Private sector
 - Public sector
 - Both Public and Private sector
 - NGO
- Which is not true for corporate social responsibility?
 - Costs increase
 - Satisfied employees
 - Creating long-term employee, consumer, and citizen trust
 - Win new business opportunities
- Which is not an advantage of ethics?
 - Uniting people and leadership
 - Short term gains
 - Satisfying basic human needs
 - Improving decision making
- Proper/right treatment of employees, stockholders, owners, and the public by a company is known as _____
 - CSR
 - Social Service
 - Ethics
 - All of the above

Q. 2. State True / False (05)

- Companies should take the expectations of the broader community into account when making decisions.
 - True
 - False
- Ethics are beliefs about what is right and wrong or good and bad.
 - True
 - False
- Business Ethics refers to ethical or unethical behaviors by employees in the context of their personal lives.
 - True
 - False
- A behavior that does not conform to accepted beliefs and social norms is defined as ethical behavior.
 - True
 - False
- The principle of transparency requires that all relevant information about CSR initiatives has to be communicated to stakeholders - even if it is negative.
 - True
 - False

Q. 3. Write Short notes on (Any Three) (15)

1. Define Corporate Social Responsibility. Discuss the need and areas for doing CSR activities in today's environment.
2. What are the effects of doing C.S.R activities on society?
3. Discuss some of the negative impacts that an organization can have on environment.
4. Write a detailed note on ethical philosophies.
5. How globalization and C.S.R are related with each other?

Q. 4. Answer in detail (Any Two) (20)

1. Explain the three principles of Corporate Social Responsibility
2. Describe the various principles of corporate governance.
3. Discuss the salient features of environmental audit.

Q. 5. Case study (15)

Is it possible for a retailer to become too large and powerful? This is a question some people have been asking about Wal-Mart, the world's largest retail company and about Tesco in the UK. Wal-Mart has aggressively pursued its low-price mantra, bringing better value to consumers and forcing suppliers to innovate. A possible concern is that Wal-Mart has become so big that it can do virtually anything it wants in some areas. Obviously this kind of power has enormous ethical and social implications. Some suppliers suggest that Wal-Mart is able to dictate every aspect of its operations, from product design to pricing, in its efforts to maximize savings for customers. Some suppliers claim they have been forced to reduce staff numbers and even locate to lower-cost regions, in order to meet the biggest retailer's margin demands. Their fear is that if they hesitate to comply, they risk losing their most lucrative outlet and will find their products quickly replaced by a competitor's on Wal-Mart's shelves. For the customer, seeking keen prices and great choice, there are obvious benefits to Wal-Mart's approach, but perhaps there is also a cost.

Questions:

- (a) What are some of the ethical and social implications of the power Wal-Mart and other huge retailers are able to exert?
- (b) What action can a company like Wal-Mart take to manage these issues?