

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2023
SEMESTER - V
Sub.: Corporate Social Responsibility (BBA15 -516)

Date : 19/12/2023

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)

1. The stakeholder view of social responsibility states that organisations must respond to the needs of
 - a) employees and customers
 - b) shareholders and owners
 - c) all interested parties
 - d) all those who might sue the organisation
2. Which of the items listed is NOT a product of a "favourable corporate reputation"?
 - a) Charge more for its products and services
 - b) Attract, hire and keep higher quality applicants/employees
 - c) Enhance their access to better capital markets
 - d) Ignore the Foreign Corrupt Practices Act
3. Which of the following is NOT a commonly used approach for performance measurement and evaluation in the context of corporate social responsibility?
 - a) Triple Bottom Line (TBL) approach of an organisational activity
 - b) Key Performance Indicators (KPIs)
 - c) Balanced Scorecard (BSC)
 - d) Return on Investment (ROI)
4. Which of the following statements best describes the relationship between the objectives of business and Corporate Social Responsibility (CSR)?
 - a) The primary objective of business is to maximize profits, while CSR focuses on social and environmental responsibilities.
 - b) The objectives of business and CSR are independent and unrelated to each other.
 - c) CSR is the main objective of business, while financial profitability is of secondary importance.
 - d) The objectives of business and CSR are aligned, as both aim to achieve long-term sustainable development.
5. Which of the following is NOT a typical objective of Corporate Social Responsibility (CSR) for businesses?
 - a) Enhancing brand reputation and customer loyalty
 - b) Maximizing shareholder wealth and financial performance
 - c) Improving employee well-being and workplace conditions
 - d) Minimizing the negative environmental impact of business operations

Q. 2. State True / False (05)

1. A socially responsible mutual fund will only purchase stocks in companies that have good social performance.
 - a) True
 - b) False
2. Profit making is the principle of CSR.
 - a) True
 - b) False
3. Key Performance Indicators (KPIs) are commonly used in CSR to measure and evaluate the social and environmental impacts of a company.
 - a) True
 - b) False
4. Globalisation has eliminated all barriers and challenges associated with implementing CSR initiatives across borders.
 - a) True
 - b) False

