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	Tota	al Marks :	60	Time: 10.am to 1	12.30pm	
Instr	ructions:	 All questions are con Figures to the right i 		ll marks.			
Q. 1.	Choose	the most appropriate opt	tion.				(05)
1.		akeholder view of social responsibility states that organisations must respond to eds of					
	a) emplo	yees and customers		b) shareholder	s and owners		
	,	erested parties		d)all those organisation	C	sue the	
2.	Which of the items listed is NOT a product of						
	a) Charge more for its products and servicesc) Enhance their access to better capital markets			b) Attract, hire and keep higher quality applicants/employeesd) 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) approachof b) Key Performance Indicators (KPIs) an organisational activity						
	c) Balano	ced Scorecard (BSC)		d) Return on In	nvestment (ROI)		
4. 5.	objective a) The p maximiz social an c) CSR = while fin importan Which o (CSR) fo a) Enh customer c) Impre	f the following is NOT a t or businesses? ancing brand reputation	tte Social I less is to cuses on pilities. business, econdary ypical obje on and	 Responsibility (b) The object are independe other. d) The object are aligned, as term sustainab ective of Corpor b) Maximizin financial perfo 	CSR)? ives of business ent and unrelated ives of business both aim to achi le development. rate Social Respon g shareholder wo ormance izing the	to each and CSR eve long- nsibility	
Q. 2.	State Tr	e True / False				(05)	
1.		socially responsible mutual fund will only purchase stocks in companies that bod social performance. True b) False				it have	
2.	Profit ma	aking is the principle of C	SR.				
	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					menting	

5. Effective corporate governance practices can contribute to the integration of CSR into a company's operations and decision-making processes.
a) True
b) False

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

- 1. The Importance of CSR
- 2. The Gaia Hypothesis
- 3. The Environmental Audit V/s CSR
- 4. Globalisation an opportunity or threat to CSR
- 5. Objectives of an Organisation

Q. 4. Answer in detail (Any Two)

- 1. Define Corporate Social Responsibility and it's major principles?
- 2. What is ethics? Explain the importance of ethics in CSR?
- 3. How the Globalisation affects the economy, business life, society and environment in different ways? Explain.

Q. 5. Case study

XYZ Corporation, a multinational manufacturing company, has made ethical business practices and CSR integral parts of its operations. The company has adopted a comprehensive CSR strategy that focuses on four key areas: environmental sustainability, employee well-being, community engagement, and responsible supply chain management.

Environmental Sustainability:

XYZ Corporation has implemented several measures to minimize its environmental impact. The company has invested in eco-friendly technologies, reducing energy consumption and greenhouse gas emissions. Additionally, XYZ Corporation has adopted sustainable waste management practices and promotes recycling initiatives within its facilities. By integrating environmental sustainability into its operations, XYZ Corporation demonstrates its commitment to mitigating climate change and preserving natural resources.

Employee Well-being:

XYZ Corporation recognizes the importance of fostering a safe and inclusive work environment. The company provides comprehensive health and wellness programs, including employee assistance programs, on-site medical facilities, and ergonomic workstations. XYZ Corporation prioritizes employee development through training programs, career advancement opportunities, and competitive compensation packages. By investing in the well-being and professional growth of its employees, the company promotes a positive work culture and enhances employee satisfaction.

Community Engagement:

XYZ Corporation actively engages with the communities in which it operates. The company supports local educational initiatives, providing scholarships and mentoring programs for students. XYZ Corporation also contributes to community development projects, such as infrastructure improvements and access to clean water. By partnering with local organizations and stakeholders, XYZ Corporation aims to create a positive social impact and foster sustainable economic growth in the communities it serves. **Ouestions:**

Q.1: How does XYZ Corporation demonstrate its commitment to environmental sustainability?

Q.2: What initiatives does XYZ Corporation undertake to support employee well-being?

Q.3: How does XYZ Corporation engage with the communities in which it operates?

2/2

(15)

(15)

(20)