

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Summer 2017 – 18 Examination

Semester: 4**Subject Code: 15106282****Subject Name: Corporate Social Responsibility****Date: 26/05/2018****Time: 10.30 am to 1.00 pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. Which of the following is not a criticism of CSR
 - (a) CSR is too costly
 - (b) CSR encourages cynicism
 - (c) CSR leads to enhanced brand reputation
 - (d) CSR is misguided
2. One aim of societal marketing is to
 - (a) Consider consumers needs and long term welfare
 - (b) Demand support from local communities
 - (c) Encourage satisfaction of short-term needs
 - (d) Form partnerships which benefit the selling organization
3. In which dimension of CSR responsibility would you classify the issue of recycling and non wasteful packaging?
 - (a) Consume
 - (b) Social and community involvements
 - (c) Physical environment
 - (d) Employee relations
4. CSR is based on _____ Theory
 - (a) Stakeholder
 - (b) Ethical
 - (c) Involvement
 - (d) Marketing
5. An individual who owns status symbols such as designer wear and high-tech gadgets could be accused of...
 - (a) Short-termism
 - (b) Environmentalism
 - (c) Socialism
 - (d) Materialism
6. Tobacco companies have been criticized for marketing cigarettes which are said to cause lung cancer. In this example, which element of the marketing mix is considered to be at blame?
 - (a) Product
 - (b) Promotion
 - (c) Price
 - (d) Place
7. All unethical practices are illegal.
 - (a) false
 - (b) True
 - (c) both
 - (d) none
8. Truthfulness in marketing communications is an example of:
 - (a) Ethics
 - (b) Marketing ethics
 - (c) Business ethics
 - (d) Corporate Social Responsibility
9. Ethics are moral principles and values which.....
 - (a) Guide a firm's behavior
 - (b) Govern the actions of an individual
 - (c) Provide employees with rules on how to behave
 - (d) Are legally enforceable
10. CSR stands for...
 - (a) Customer Satisfaction Ratios
 - (b) Corporate Sales Returns
 - (c) Customer Sales Ratios
 - (d) Corporate Social responsibility

11. What is meant by the phrase teleological ethics?
 - a) Is used to judge if an action is right, fair and honest.
 - b) An action can only be judged by its consequences.
 - c) Developing the individual personal characteristics
 - d) The key purpose of ethics is to increase freedom
12. What is meant by the phrase CSR?
 - a) Corporate Social Responsibility
 - b) Company Social Responsibility
 - c) Corporate Society Responsibility
 - d) Company Society Responsibility
13. All definitions of Corporate Social Responsibility recognize that:
 - a) companies have a responsibility for their impact on society and environment.
 - b) The natural environment should be the main focus of CSR activities
 - c) business ethics is a complex issue.
 - d) Companies must pay equal attention to business ethics and sustainability
14. The consumerism movement seeks to
 - a) Protect company's rights
 - b) Protect retailer's rights
 - c) Protect advertiser's rights
 - d) Protect consumers' rights
15. If you joined Greenpeace you might be referred to by your friends as an
 - a) Environmentalist
 - b) Ethical economist
 - c) Philanthropist
 - d) Socialist
16. 70% of consumers consider a company's commitment to social responsibility is important when buying a product.
 - a) True
 - b) False

B. Terms/ Short notes/ Case study/ Charts/ Graphs/ Tables, etc. (Each of 01 mark) (07)

1. CSR
2. Triple bottom line
3. altruistic CSR
4. Ethics CSR
5. Philanthropist
6. Stakeholder
7. Strategic CSR

Q.2 Answer the following.

- A. Discuss the concept of CSR (04)
- B. Describe and discuss the concept of triple bottom line with examples. (04)
- C. What are the development goals of CSR (04)

OR

- C. Write a note on sustainability of business as one of the aims of CSR. (04)

Q.3 Answer the following.

- A. Discuss, why it is mandatory to have CSR in every company with suitable examples (05)
- B. Define business ethics and discuss the ethical stakeholder (05)
- C. Discuss various perspectives of CSR. (05)

OR

- C. Describe and discuss, Is CSR a burden or a boon with examples. (05)

Q.4

- A. Discuss the history and development of CSR globally and especially with reference to Gujarat and Vadodara (06)
- B. Discuss the various issues and aspects of CSR in public sector and private sector (06)
- C. Write an essay on the role of NGOs and government in CSR various policies (06)

OR

- C. Describe and discuss various theoretical perspectives of CSR in details with suitable examples. (06)