

PARUL UNIVERSITY
FACULTY OF ARTS
B.A. Summer 2018 – 2019 Examination

Semester:4

Subject Code:15106282

Subject Name: Corporate Social Responsibility

Date:24/04/2019

Time: 02:00pm to 04:30pm

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. The concept of Social Responsibility is applicable to businesses around the world, but adaptations of implementation and other details on the local level are needed.
 - a) True
 - b) False
2. As per United Nations and European Commission, CSR leads to triple bottom line,
 - a) Profits
 - b) Protection of environment
 - c) Fight for social justice
 - d) All of them
3. _____ is a problem, situation, or opportunity requiring an individual, group, or organization to choose among several actions that must be evaluated as right or wrong.
 - a) crisis
 - b) ethical issue
 - c) indictment
 - d) fraud
4. Organisation for Economic Cooperation and Development (OECD) was established with the main objective of seeking sustains _____?
 - a) economic growth among its member countries
 - b) cooperation in Defence of its member countries
 - c) economic and army cooperation
 - d) None of them
5. What is meant by the phrase CSR?
 - a) Corporate Social Responsibility
 - b) Company Social Responsibility
 - c) Corporate Society Responsibility
 - d) Company Society Responsibility
6. What is the full form of NGOs?
 - a) Non-Governmental Organizations
 - b) Non Governance Organizations
 - c) No Governance Organizations
 - d) Null Governmental Organizations
7. The Organisation for European Economic Cooperation (OEEC) was founded In 1948 to help administer the Marshall Plan for the reconstruction of Europe after World War II. It was renamed as _____?
 - a) European Union (EU)
 - b) Organisation for Economic Cooperation and Development (OECD)
 - c) Council of the European Union (CEU)
 - d) General Agreement on Tariffs and Trade (GATT)
8. The Companies Act, 1956 is replaced with The Companies Act, _____ and 'corporate social responsibilities' (CSR),
 - a) 2013
 - b) 2015
 - c) 2001
 - d) 2003
9. Issues of CSR in MNC's include,
 - a) Local Communities
 - b) Business Partners
 - c) Human Rights

- d) Above all
10. CSR is positively correlated with revenue and profit because:
- Consumers do not respond positively to links between the organization and ethical and environmentally acceptable outcomes
 - Consumers respond positively to links between the organization and ethical and environmentally acceptable outcomes
 - Being ethical costs money
 - An increase in demand will reduce revenue and profitability
11. The three dimensions i.e. environmental, economic and social perspectives constitute Triple Bottom Line. This term has been coined by:
- M. Friedman
 - Crane and Matten
 - J. Elkington
 - Carroll
12. When a firm charges different prices to different groups of customers, it may be accused of:
- cultural relativism
 - money laundering
 - facilitating payments
 - price discrimination
13. In which of the following sector NGOs are playing an important role?
- In governing the police force
 - In framing the policy related to laws
 - In framing the environmental policy
 - In deforestation
14. OECD was established in _____?
- 1963
 - 1961
 - 1962
 - 1960
15. In 2009, the government made it mandatory for all public sector oil companies to spend _____ per cent of their net profits on corporate social responsibility.
- 4
 - 2
 - 6
 - 1
16. Which one is the correct order of relationship?
- Ethics Morality Ethical Theory Solution to ethical problem
 - Morality Ethical Theory Ethics Solution to ethical problem
 - Ethical Theory Ethics Morality Solution to ethical problem
 - Morality Ethics Ethical Theory Solution to ethical problem

B. Describe the following Terms (Each of 01 mark)

(07)

- Supplier Relations
- NGOs
- Increased Customer Interest
- Triple bottom line
- OECD
- Social Accountability 8000 (SA 8000)
- Integrative theories

Q.2 Answer the following.

- A. What according to you CSR is? Discuss the view of CSR in India in detail. **(04)**
- B. What are the challenges for CSR? Enlist and discuss any 4 in detail. **(04)**
- C. How Nongovernmental organizations (NGO) and CSR connected? Explain. **(04)**

OR

- C. What are the various theoretical perspectives to study CSR? Enlist and discuss. **(04)**

Q.3 Answer the following.

- A. Explain in detail the history of Corporate Social Responsibility. **(05)**
- B. What is Social contract theory? Discuss. **(05)**
- C. What according to you the term “NGOs” is? Also discuss its role in India in detail **(05)**

OR

- C. Explain the term CSR and discuss its issues in India. **(05)**

Q.4 Answer the following questions.

- A. Discuss the development of CSR in Asian countries with relevant examples. **(06)**
- B. To overcome from the issues and challenges of CSR which steps needs to be taken? **(06)**
- C. Discuss various issues in CSR for MNC's **(06)**

OR

- C. What is UNGC (United Nations Global Compact)? Explain in detail **(06)**

