

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
PGDHRM DEGREE EXAMINATION MAY 2024
(Second Semester)

Branch – PG DIPLOMA IN HUMAN RESOURCE MANGEMENT
MAJOR ELECTIVE COURSE: CORPORATE SOCIAL RESPONSIBILITY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a common area of focus for CSR initiatives? A) Environmental sustainability B) Employee satisfaction C) Profit maximization D) Community development	K1	CO1
	2	CSR aims to strike a balance between which two important aspects? A) Economic growth and environmental conservation B) Employee welfare and customer satisfaction C) Profitability and market share D) Regulatory compliance and shareholder dividends	K2	CO1
2	3	Which stakeholder group is typically the primary focus of CSR initiatives? A) Shareholders B) Employees C) Customers D) Government	K1	CO2
	4	Which of the following is a primary motivation for companies to engage in CSR activities? A) Avoiding taxes B) Enhancing brand reputation C) Reducing employee salaries D) Maximizing shareholder wealth	K2	CO2
3	5	What is the term for a company's obligation to be accountable for its impact on society and the environment? A) Social duty B) Environmental responsibility C) Corporate accountability D) Ethical compliance	K1	CO3
	6	Which global initiative encourages businesses to adopt sustainable and socially responsible policies? A) Corporate Green Guidelines B) United Nations Global Compact C) Sustainable Business Pledge D) Green Business Initiative	K2	CO3
4	7	Which of the following is an example of an environmental CSR initiative? A) Launching a new advertising campaign B) Donating to a local charity C) Reducing carbon emissions D) Increasing executive salaries	K1	CO4
	8	Which of these is an example of a community-focused CSR initiative? A) Launching a new product B) Reducing waste in manufacturing C) Building a community center D) Conducting employee training programs	K2	CO4

Cont...

5	9	Which country is known for its legal requirement that companies report on their CSR activities? A) United States B) China C) Sweden D) India	K1	CO5
	10	Which international organization established the Sustainable Development Goals (SDGs), which many companies use as a framework for their CSR initiatives? A) United Nations (UN) B) World Trade Organization (WTO) C) International Monetary Fund (IMF) D) World Health Organization (WHO)	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the Scope of Corporate Social Responsibility.	K5	CO1
	(OR)			
	11.b.	Evaluate the influence of Globalization and CSR.		
2	12.a.	Explain the Role of Stake Holders and their perspective in CSR.	K5	CO2
	(OR)		K4	
	12.b.	Analyze the Tools of Corporate Social Responsibility.		
3	13.a.	Analyze the Designing of a CSR Policy and its influencing factors.	K4	CO3
	(OR)		K5	
	13.b.	Explain the Process of Social Audit.		
4	14.a.	Comment on today's CSR in market place.	K4	CO4
	(OR)		K5	
	14.b.	Comment on the implementation of CSR in ecological environment.		
5	15.a.	Criticize the Global perspectives of CSR.	K5	CO5
	(OR)		K5	
	15.b.	Comment on CSR Activities of any Nationally recognized company in Tamilnadu State.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the Evolution of CSR Carroll's Model of CSR.	K5	CO1
2	17	Assess the Business Benefits of Corporate Social Responsibility.	K5	CO2
3	18	Examine the Global Recognitions of CSR.	K4	CO3
4	19	Explain the CSR implementations in the community.	K5	CO4
5	20	Explain the CSR as per Companies Act 2013 in India.	K4	CO5