

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
MSW DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

Branch – SOCIAL WORK

**CORPORATE SOCIAL RESPONSIBILITY**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 × 1 = 5)

1. In Carroll's Model of CSR, how many components are included in the Pyramid of CSR?  
(i) One                      (ii) Two                      (iii) Three                      (iv) Four
2. Which group is NOT considered a stakeholder in CSR?  
(i) Shareholders                      (ii) Employees  
(iii) Local community                      (iv) Competitors
3. Which global recognition of CSR is related to environmental management?  
(i) ISO 14000                      (ii) SA 8000  
(iii) AA 1000                      (iv) UN Global Compact
4. Which company is known for its "Swasthya Chetna" initiative in CSR?  
(i) Lifebuoy Soaps                      (ii) ITC  
(iii) Titan Industries Limited                      (iv) Tata Power
5. What is the significance of Section 135 of the Companies Act 2013 in India?  
(i) It regulates competition  
(ii) It mandates CSR activities for certain companies  
(iii) It promotes shareholder interests  
(iv) None of the above

**SECTION - B (15 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 3 = 15)

- 6 a. Illustrate the concept of Corporate Social Responsibility with examples.  
(OR)  
b. Bring out the key drivers of CSR in the business world.
- 7 a. Briefly discuss the tools and strategies that businesses can use to implement CSR.  
(OR)  
b. Outline the business benefits associated with Corporate Social Responsibility.
- 8 a. Narrate the process of designing a CSR policy, highlighting the factors that influence it.  
(OR)  
b. Highlight the significance of social auditing and global recognitions in CSR.

Cont...



- 9 a. Distinguish between CSR in the workplace and CSR in the ecological environment.  
(OR)  
b. Write a short note on the CSR initiatives of Titan Industries Limited.
- 10 a. Give an account of CSR in India, focusing on Section 135 of the Companies Act 2013.  
(OR)  
b. Provide an overview of CSR awards in India and the role of social workers in CSR.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 6 = 30)

- 11 a. Elaborate on the moral, rational, and economic arguments for Corporate Social Responsibility.  
(OR)  
b. Elucidate the strategic context of CSR in the context of globalization.
- 12 a. Discuss the role of interest groups related to CSR and how they influence business decisions.  
(OR)  
b. Describe the various codes and standards formulated by organizations like UN Global Compact in the field of CSR.
- 13 a. Write an essay on the implementation of CSR in the marketplace, citing relevant examples.  
(OR)  
b. Enumerate the key features of CSR activities in Tamil Nadu carried out by corporate giants and their outcomes.
- 14 a. Critically analyze the CSR initiatives of ITC's e-Choupal venture, highlighting its impact.  
(OR)  
b. Prepare an essay on the role of social workers in facilitating CSR projects and community development.
- 15 a. Evaluate the global perspective of CSR and its implications for multinational corporations.  
(OR)  
b. Discuss the importance of CSR in the context of ecological sustainability and preservation.

Z-Z-Z

END