

PSG COLLEGE OF ARTS AND SCIENCE
(AUTONOMOUS)

MSW DEGREE EXAMINATION MAY 2025
(Fourth Semester)

Branch – SOCIAL WORK

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	What is the primary focus of Corporate Social Responsibility (CSR)? a) Legal compliance b) Corporate profit c) Social welfare and ethical business practices d) Consumer protection	K1	CO1
	2	According to Carroll's Model of CSR, which of the following is at the base of the pyramid? a) Ethical responsibility b) Economic responsibility c) Legal responsibility d) Discretionary responsibility	K2	CO1
2	3	Which of the following is a key benefit of CSR for businesses? a) Increased profit margins b) Enhanced public image c) Lower operational costs d) Reduced market competition	K1	CO1
	4	Which of the following is NOT an example of an interest group in CSR? a) Government b) Non-governmental organizations (NGOs) c) Local communities d) Competitors	K2	CO1
3	5	What is the role of stakeholder engagement in CSR? a) To increase revenue b) To ensure compliance with laws c) To build relationships and address stakeholder concerns d) To reduce environmental impact	K1	CO1
	6	Which of the following tools helps companies measure their environmental impact? a) ISO 14001 b) PEST Analysis c) SWOT Analysis d) Porter's Five Forces	K2	CO1
4	7	Which of the following CSR activities primarily focuses on employee welfare? a) Eco-friendly packaging b) Corporate philanthropy c) Health and safety initiatives d) Community development projects	K1	CO1
	8	Which of the following companies is known for its CSR initiative called "Swasthya Chetna"? a) Titan Industries b) Tata Power c) Lifebuoy Soaps d) ITC	K2	CO1
5	9	What is the main goal of CSR in the ecological environment? a) To increase product sales b) To promote environmental sustainability c) To reduce production costs d) To expand market share	K1	CO1
	10	Which legal act governs CSR activities for companies in India? a) The Companies Act, 1956 b) The Companies Act, 2013 c) The Environmental Protection Act d) The Labor Laws Act	K2	CO1

Cont...

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.	Analyze the importance of CSR for businesses in the context of economic sustainability.	K2	CO2
		(OR)		
	11.b.	Examine the role of corporate leadership in promoting CSR initiatives within an organization.		
2	12.a.	Classify the different categories of CSR activities and provide examples for each.	K3	CO2
		(OR)		
	12.b.	Discover the key drivers that motivate companies to adopt CSR practices.		
3	13.a.	Compare the effectiveness of CSR policies in addressing local versus global environmental issues.	K3	CO3
		(OR)		
	13.b.	Distinguish between CSR and corporate governance, highlighting their key differences.		
4	14.a.	Examine the role of CSR in fostering strong relationships with local communities and stakeholders.	K4	CO3
		(OR)		
	14.b.	Analyze the relationship between CSR and corporate reputation, focusing on how one influences the other?		
5	15.a.	Test for the impact of CSR on consumer loyalty and purchasing behaviour.	K4	CO3
		(OR)		
	15.b.	Explore the challenges businesses face when trying to integrate CSR into their overall corporate strategy.		

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	Evaluate the effectiveness of CSR practices in promoting ethical business behaviour in multinational corporations.	K4	CO4
2	17	Appraise the significance of social and environmental reporting as part of CSR strategies and its impact on stakeholder trust.	K5	CO4
3	18	Justify why it is essential for businesses to align their CSR initiatives with their core business values and objectives.	K5	CO4
4	19	Design a CSR program that a company can implement to address both environmental sustainability and social welfare.	K6	CO5
5	20	Propose a framework for evaluating the long-term success of CSR initiatives in terms of social, environmental, and financial impact.	K6	CO5

Z-Z-Z

END