23BPU521N

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(Fifth Semester)

Branch – **COMMERCE (BUSINESS PROCESS SERVICES)**

MAJOR ELECTIVE COURSE – I : 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	The concept of the "Triple Bottom Line" in CSR focuses on which three dimensions of performance? (a) Marketing, Sales, and Strategy. (b) People, Planet, and Profit. (c) Profits, Losses, and Investments. (d) Leadership, Management, and Planning.	K1	CO1
	2	The concept of the "triple bottom line" in CSR focuses on which three areas? (a) People, planet, and profit. (b) People, policy, and processes. (c) Profit, losses, and investments. (d) Production, pricing, and promotion.	K2	CO1
2	3	Which of the following is a common area of collaboration between CSR and development organizations? (a) Lobbying against environmental regulations. (b) Competing for the same corporate sponsorships. (c) Partnering on community development projects like education or healthcare initiatives. (d) Creating rival marketing campaigns.	K1	CO2
	4	From a development organization's perspective, what is a key advantage of collaborating with a large corporation on a CSR initiative? (a) Forgetting about their own mission. (b) Gaining access to significant funding and resources. (c) Taking on all the financial risk. (d) Adopting the corporation's business practices.	K2	CO2
3	5	For investors, what is the primary motivation for engaging with CSR? (a) Maximizing short-term returns. (b) Increasing the firm's global market share. (c) Associating with and investing in socially responsible firms. (d) Lowering the tax burden through legal loopholes.	K1	CO3
	6	Which of the following is an example of a supplier's role in CSR? (a) Demanding higher prices for raw materials. (b) Ensuring ethical procurement of raw materials and fair labor practices in their own locations. (c) Increasing product delivery times to reduce costs. (d) Ignoring a company's environmental policies.	K2	CO3
4	7	How do stakeholder expectations influence the regulatory dynamics of CSR? (a) Stakeholders have no significant influence on CSR regulation. (b) Increased stakeholder demands for transparency and ethical conduct can drive governments to introduce or strengthen CSR regulations. (c) Stakeholder pressure always leads to voluntary CSR initiatives, never regulation. (d) Stakeholder expectations and regulations are always in complete alignment.	K1	CO4
	8	A major benefit of NGOs partnering with companies on CSR projects is that NGOs can (a) Reduce the company's profitability. (b) Provide on-the-ground expertise and community trust. (c) Increase the company's tax burden. (d) Take over the company's management.	K2	CO4

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5	9	Millennium development goals 5 aimed to improve maternal health. What was one of its specific targets? (a) Provide affordable essential drugs in developing countries. (b) Reduce the maternal mortality ratio by three-quarters. (c) Increase the number of skilled health professionals. (d) Halt and begin to reverse the spread of HIV/AIDS.	K1	CO5
	10	The target for Millennium development goals 1 was to halve, by 2015, the proportion of people living in extreme poverty. What was the outcome regarding this goal? (a) The target was missed by a wide margin. (b) The target was met exactly on the 2015 deadline. (c) The target was met five years ahead of the 2015 deadline. (d) The target was met but only in developed countries.	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 various stages of corporate social responsibility.	K3	CO1
		(OR)		
	11.b.	Examine the various drivers of corporate social responsibility.		
2	12.a.	Distinguish between corporate social responsibility and sustainable development.	K4	CO2
		(OR)		
	12.b.	List out the various stages of life cycle assessment.		
3	13.a.	What is the strategic importance of corporate social responsibility implementation?	K3	CO3
		(OR)		
	13.b.	Discover the various types of corporate social responsibility in business.		
4	14.a.	Discuss about the Global Reporting Initiative.	K3	CO4
		(OR)		
	14.b.	Interpret the various types of government regulation in corporate social responsibility.		
5	15.a.	Review the current trends and opportunities in corporate social responsibility.	K4	CO5
		(OR)		
	15.b.	Summarize the benefits of corporate social responsibility.		

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	Enumerate the corporate social responsibility initiatives in India.	K5	CO1
2	17	Elaborate the various process of life cycle assessment.	K6	CO2
3	18	Critically examine the various purpose of corporate social responsibility in India.	K5	CO3
4	19	Illustrate the main principles of Global Reporting Initiative.	K5	CO4
5	20	Elucidate the ILO tripartite declaration of principles on multinational enterprises and social policy.	K6	CO5

Z-Z-Z END