

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	Which of the following is the primary focus of Corporate Social Responsibility (CSR)? a) Profit maximization b) Social welfare c) Employee benefits d) Customer satisfaction	K1	CO1
	2	What is the main argument for CSR according to the moral perspective? a) CSR is profitable for businesses b) CSR is required by law c) Businesses have a duty to contribute to society d) CSR enhances brand value	K1	CO1
2	3	Which of the following is a major driver of CSR? a) Increasing government regulations b) Public demand for ethical practices c) Decreasing labor costs d) Expanding market reach	K1	CO1
	4	What is one key tool used for implementing CSR activities? a) SWOT Analysis b) Stakeholder Mapping c) Return on Investment (ROI) d) PEST Analysis	K1	CO1
3	5	Which of the following is a factor that influences CSR policy? a) Employee satisfaction b) Market competition c) Regulatory environment d) Consumer trends	K1	CO1
	6	Which of the following is a global recognition for CSR? a) ISO 9001 b) ISO 14000 c) ISO 22000 d) ISO 50001	K1	CO1
4	7	What is the primary objective of CSR in the marketplace? a) Increase product prices b) Promote sustainable business practices c) Create brand loyalty d) Improve customer service	K1	CO1
	8	CSR in the workplace primarily focuses on: a) Employee health and safety b) Marketing strategies c) Profit-sharing d) Product pricing	K1	CO1
5	9	Which of the following is a case study of CSR implemented in the community? a) ITC's e-Choupal venture b) Apple's Product Innovation c) Google's Advertising Revenue Model d) Amazon's Supply Chain Management	K1	CO1
	10	What is the legal basis for CSR activities in India? a) Companies Act 1956 b) Companies Act 2013, Section 135 c) Indian Penal Code d) Environmental Protection Act	K1	CO1

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Module No.	Question No.	Question	K Level	CO
1	11.a.	Illustrate the different moral and economic arguments for Corporate Social Responsibility (CSR).	K2	CO2
	(OR)			
	11.b.	Explain the evolution of CSR practices across the globe, highlighting key milestones.		
2	12.a.	Categorize the various stakeholders involved in CSR and discuss their interests.	K4	CO2
	(OR)			
	12.b.	Examine the tools and techniques used to implement CSR in modern organizations.		
3	13.a.	Compare the strategic context of CSR with the traditional view of business responsibilities.	K4	CO3
	(OR)			
	13.b.	Distinguish between corporate social responsibility and corporate philanthropy.		
4	14.a.	Explain about the process of managing CSR policies within an organization, focusing on key factors that influence their success	K5	CO3
	(OR)			
	14.b.	Interpret the role of social auditing in measuring the effectiveness of CSR activities.		
5	15.a.	Explain the importance of CSR in India.	K5	CO3
	(OR)			
	15.b.	Explain about the role of social worker in CSR.		

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 about the importance of CSR in today's globalized economy, and how businesses benefit from implementing ethical practices.	K2	CO4
2	17	Analyze the role of global CSR standards such as ISO 14000, SA 8000, and the UN Global Compact in shaping corporate behavior.	K4	CO4
3	18	Examine the need for CSR policies to be tailored to the socio-economic conditions of different regions and countries.	K4	CO4
4	19	Create a proposal for a CSR initiative that addresses environmental sustainability and its potential impact on business operations.	K6	CO5
5	20	Design a comprehensive CSR strategy for a company to engage with local communities, improve employee welfare, and reduce its environmental footprint.	K6	CO5

Z-Z-Z

END