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SEAT No.

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PD2790

[6430]-406

S.Y.M.B.A.

**408-GE-UL-22: CORPORATE SOCIAL RESPONSIBILITY &
SUSTAINABILITY
(2019 Pattern) (Semester - IV)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Justify your answer with suitable examples & diagrams.

Q1) Answer the Following. (Any Five)

[10]

- a) What are the four generic strategies of social responsiveness?
- b) Who said that the "only one social responsibility of business is to increase profits"?
- c) All definitions of Corporate Social Responsibility recognize that:
 - i) companies have a responsibility for their impact on society and environment.
 - ii) the natural environment should be the main focus of CSR activities.
 - iii) business ethics is a complex issue.
 - iv) companies must pay equal attention to business ethics and sustainability.
- d) Which of the following is NOT an example of a genuine business innovation?
 - i) Development of less polluting fuel
 - ii) Investment in alternative energy sources
 - iii) New product targeted at low-income customers
 - iv) Charitable donation to an ecological organization
- e) Opportunities for social innovation are greatest when: _____
- f) What is a key obstacle to the success of non-traditional partnerships?
- g) Outsourcing of innovation globally is more likely where:
 - i) Innovations are autonomous
 - ii) Innovations are systemic
 - iii) Innovations are systemic or autonomous
 - iv) Innovations are made by service sector firms
- h) What is OECD & U Role in CSR.

P.T.O.



Q2) Answer any 2 out of 3.

[10]

- a) CSR & Triple Bottom Line- 3 aspects.
- b) Difference between sustainable development and green development.
- c) State Natural Resources & Resource Depletion.

Q3) Write or Answer any One of below:

[10]

Discuss the relationship between different stakeholders and Corporate Social Responsibility.

OR

Explain briefly sustainable development goals mandated by the UN General Assembly.

Q4) Write or Answer any One of below:

[10]

What is Social accountability standard - ISO 26000: Explain with the concept of Social responsibility guidance standard & Global Compact Principles.

OR

How do individual factors affect business ethics? Discuss some prominent concepts in this context.

Q5) Write or Answer any One of below:

[10]

Why is ethical decision-making a challenging act? Discuss 'Thomas Jones' four-stage ethical decision-making process, giving appropriate examples.

OR

Discuss business ethics in the context of globalization. How does business ethics education find place in management curriculum ?

