

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PB-4506

[6201]-406

M.B.A

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

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1) Solve any five questions (2 Marks Each) :**

**[10]**

- a) What do you mean by CSR fund
- b) State the meaning of NGO
- c) Give any two strategic advantages of CSR.
- d) Name two primary aims of CSR.
- e) Define CSR Annual Report.
- f) State the meaning of Philanthropy
- g) What is the primary legislation governing Corporate Social Responsibility (CSR) in India?
  - i) Companies Act 2015
  - ii) Companies Act 2013
  - iii) Corporate Social Responsibility Act
  - iv) Corporate Governance Act
- h) In comparing CSR reporting practices, what aspect should be evaluated?
  - i) The number of CSR initiatives implemented
  - ii) The alignment between CSR activities and organizational values
  - iii) The length of the CSR report
  - iv) The number of stakeholders involved in CSR decision-making

**P.T.O**



**Q2) Solve any two out of the three questions (05 Marks Each) [10]**

- a) Write short note on Indian values and ethics..
- b) Explain identifying key stakeholder of CSR
- c) Difference between Charity and Philanthropy

**Q3) Solve Any One : (10 Marks Each) [10]**

- a) Define CSR and Discuss current trends and opportunities in CSR.?
- b) Explain as strategic business tools for sustainable development Also Describe Strategic CSR.

**Q4) Solve Any One: (10 Marks Each) [10]**

- a) Why is it important for companies to align their CSR initiatives with their core values and mission?
- b) What is social Sustainability? Explain the importance of CSR in both rich and poor societies.

**Q5) Answer any One of the following (10 Marks Each): [10]**

- a) How can the principle of 'Atithi Devo Bhava' (guest is equivalent to god) be applied to CSR strategies in the hospitality sector?
- b) A corporate body is made up of varying categories of personnel, operating at various levels with different responsibilities and rights. Describe five points you will take into consideration while drafting the code of ethics to be implemented in your organisation.



IMMP011191

103.175.170.2 19/06/2024 13:47:05