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SEAT No. :

PB-1436

[Total No. of Pages : 3

[6225]-504

T.Y. B.B.A.

**504 : MANAGEMENT OF CORPORATE SOCIAL
RESPONSIBILITY**

(2019 Pattern) (CBCS) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[5]

- i) _____ devising corporate strategies and building a business with the society's needs in mind.
 - a) Corporate Social Responsibility
 - b) Corporate Citizenship
 - c) Corporate Management
 - d) Indian Corporate System
- ii) The _____ started with charity which was driven by religion, customs and voluntary donations.
 - a) Philanthropy
 - b) Responsibilities
 - c) Ethical obligation
 - d) Economic view
- iii) _____ is much more long term, more strategic, focused on rebuilding.
 - a) Philanthropy
 - b) Pyramid
 - c) Fiscal Policies
 - d) Legal Policies
- iv) _____ model expects companies to perform according to the "triple bottom line" approach.
 - a) Stakeholders Model
 - b) Indian Model
 - c) European Model
 - d) None of these
- v) Liberal Model was encapsulated by _____.
 - a) Milton Friedman
 - b) Edward Freeman
 - c) Micheal Porter
 - d) Micheal Freeman

P.T.O.

B) Match the pairs :

[5]

- | A | B |
|---|-------------------------|
| i) It aims to relieve the pain of a particular social problem | a) MGD 2 |
| ii) Achieve universal primary education | b) Small company |
| iii) Paid up share capital of which does not exceed fifty lacs rupees or such higher amount as may be prescribed which shall not be more than five crore rupees | c) Independent Director |
| iv) A director other than a managing director or a whole time director or a nominee director | d) A. H. Hanson |
| v) Public enterprises mean state ownership and operation of industrial, agricultural, financial and commercial undertakings | e) Charity |

C) Answer in one sentence :

[5]

- i) Corporate Governance
- ii) Chief Executive officer
- iii) Dependent Director
- iv) Public Sector
- v) Private Sector

D) Fill in the blanks :

[5]

- i) A corporate foundation is a category of _____ that will typically provide funding and support for other charitable organisations through grants.
- ii) Section _____ lays down the manner of calculation of net profit of a company in any financial year for the purpose of both CSR and Managerial Remuneration.
- iii) A general meeting of a company may be called by giving not less than clear _____ notice either in writing or through electronic mode in such manner as may be prescribed.
- iv) International labour organisation was established by _____ as a symbol of human dignity, social justice and universal peace.
- v) The pyramid was developed by _____ and highlights on the four main responsibilities of the organisation, namely, Economic, Legal, Ethical and Discretionary or Philanthropic.

Q2) Long Answer Questions (3 out of 5) :

[3 × 10 = 30]

- a) Write in detail Carroll's Model. Give Features of it.
- b) Explain any three pillars of UNGPs.
- c) Explain models of CSR. Explain international framework of CSR.
- d) Discuss the appointment of independent directors on the board.
- e) Discuss CSR as a strategic tool for sustainability. What are the importance of CSR strategies in creating sustainable business.

Q3) Short answer question (4 out of 6) :

[4 × 5 = 20]

- a) Explain importance of Corporate Philanthropy.
- b) Define Trusteeship Model.
- c) Explain in detail Millennium development goal No.6.
- d) Explain Carroll's Model.
- e) Explain the role of non-profit and local self-governance in implementing CSR.
- f) Discuss the role of public sector in CSR.

