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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: V - THEORY EXAMINATION (2024 -2025)

Subject: Corporate Social Responsibility & Sustainability

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. The media plays a role in CSR by: (CO1, K2) 1
- (a) Enforcing local business regulations
 - (b) Publicizing corporate achievements and CSR failures
 - (c) Advising companies on investment decisions
 - (d) Funding environmental initiatives
- 1-b. key stakeholder in CSR activities who ensures compliance with ethical standards is: (CO2, K2) 1
- (a) Employees
 - (b) Government agencies
 - (c) Competitors
 - (d) Suppliers
- 1-c. The global standard focusing on voluntary corporate practices for sustainable and ethical development is _____. (CO3, K2) 1
- (a) UN Global Compact
 - (b) ISO 14001
 - (c) CSR Act of 2013
 - (d) OECD Guidelines
- 1-d. The Global Reporting Initiative (GRI) focuses on: (CO4, K2) 1

(a)	Financial transparency only	
(b)	Standardized reporting of economic, environmental, and social impacts	
(c)	Profit optimization for businesses	
(d)	Limiting the involvement of stakeholders in reporting processes	
1-e.	CSR 2.0 introduces a shift toward: (CO5, K2)	1
(a)	Charity-focused actions only	
(b)	Corporate financial success as the sole goal	
(c)	More sustainable, integrated business practices	
(d)	Ignoring long-term environmental impacts	
2.	Attempt all parts:-	
2.a.	Describe the applicability of CSR provisions to holding and subsidiary companies. (CO1, K2)	2
2.b.	Explain the relationship between CSR and the Companies Act, 2013. (CO2, K3)	2
2.c.	Explain the role of codes of conduct in CSR practices. (CO3, K2)	2
2.d.	Differentiate between CSR and philanthropy. (CO4, K2)	2
2.e.	Discuss the importance of having a CSR policy for a company under the Companies Act, 2013. (CO5, K3)	2
	SECTION-B	15
3.	Answer any <u>three</u> of the following:-	
3-a.	Describe the CSR reporting requirements under the Companies Act, 2013 and its significance. (CO1, K2)	5
3-b.	Explain the composition and structure of a CSR Committee as per the Companies Act, 2013. (CO2, K3)	5
3-c.	Discuss the process through which companies can incorporate sustainable development goals into their business strategies and operations. (CO3, K3)	5
3-d.	Discuss the significance of the Triple Bottom Line in guiding businesses to adopt sustainable CSR practices. (CO4, K2)	5
3-e.	Explain the concept of Corporate Social Responsibility (CSR) and its importance for businesses in today's world. (CO5, K3)	5
	SECTION-C	30
4.	Answer any <u>one</u> of the following:-	
4-a.	Investigate the business benefits of CSR in terms of brand image, consumer loyalty, and competitive advantage. (CO1, K3)	6
4-b.	Assess how CSR initiatives contribute to long-term profitability and value creation for businesses. (CO1, K3)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Discuss the importance of the Triple Bottom Line in measuring the sustainability of CSR initiatives. (CO2, K2)	6
5-b.	Compare and contrast the interests of stakeholders with those of shareholders and	6

their differing levels of influence. (CO2, K3)

6. Answer any one of the following:-

- 6-a. Classify the different types of stakeholders involved in a business, including primary and secondary stakeholders. (CO3, K2) 6
- 6-b. Analyze the key principles that define CSR-2.0 and how they differ from the earlier CSR-1.0 model. (CO3, K3) 6

7. Answer any one of the following:-

- 7-a. Describe the range of activities that qualify as CSR under the Companies Act, 2013 and their impact on social development. (CO4, K2) 6
- 7-b. Assess the relationship between CSR spending and the long-term business growth of Indian companies. (CO4, K3) 6

8. Answer any one of the following:-

- 8-a. Analyze the relationship between CSR and SDGs, focusing on how businesses contribute to achieving the global development agenda. (CO5, K3) 6
- 8-b. Define the CSR committee and explain its role in the implementation of CSR policies within an organization. (CO5, K2) 6

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