

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2024**  
**SEMESTER - V**

**Sub.: Corporate Social Responsibility (BBA15-516)**

**Date : 26/12/2024**

**Total Marks : 60**

**Time: 10.00 am to 12.30pm**

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

**Q. 1. Choose the most appropriate option. (05)**

- Which of these is NOT considered a key principle of CSR?
  - Transparency
  - Accountability
  - Sustainability
  - Exclusivity
- What is the primary goal of Corporate Social Responsibility (CSR)?
  - To increase company profits
  - To contribute to sustainable development by delivering economic, social, and environmental benefits
  - To create jobs within the company
  - To comply with legal requirements only
- Which of the following is an example of a CSR activity?
  - Offering volunteer programs for employees to help local communities
  - Reducing costs by outsourcing labor to countries with lower wages
  - Focusing on short-term revenue increases at the expense of long-term goals
  - Increasing product prices without concern for the customer base
- Which of the following is a principle of Corporate Social Responsibility (CSR)?
  - Profit maximization at all costs
  - Long-term commitment to ethical conduct in business operations
  - Short-term solutions to environmental issues
  - Ignoring social concerns to focus on business growth
- Which of the following best defines Corporate Social Responsibility (CSR)?
  - A company's commitment to maximize shareholder value
  - A company's efforts to manage its environmental impact only
  - A company's self-regulated commitment to operating ethically and contributing to economic development while improving the quality of life of its workforce, local community, and society at large
  - A company's focus on reducing production costs

**Q. 2. State True / False (05)**

1. Ethics refers to the moral principles that govern the behavior of individuals and organizations.  
a) True  
b) False
2. Corporate behavior refers to how businesses act, make decisions, and interact with stakeholders, often guided by ethical principles and CSR values.  
a) True  
b) False
3. Social accounting is a process of measuring and reporting on the social and environmental impacts of a company's activities.  
a) True  
b) False
4. Performance refers only to financial outcomes and does not include social or environmental factors.  
a) True  
b) False

5. Corporate Social Responsibility (CSR) is irrelevant to ethical behavior, as CSR focuses only on profit-making.
- a) True                                      b) False

**Q. 3. Write Short notes on (Any Three) (15)**

1. Social Accounting
2. Importance of CSR
3. role of boards of directors in corporate governance
4. Environmental Audit
5. Principles of CSR

**Q. 4. Answer in detail (Any Two) (20)**

1. How does a Social Manager contribute to improving a company's public image?
2. What is corporate governance, and why is it important for business success?
3. How does a Social Manager ensure that ethical principles are adhered to in company operations?
4. What is the definition of leadership in an organizational context? How does leadership influence decision-making and goal-setting within a company?

**Q. 5. Case study (15)**

ABC Industries, a large manufacturing company, decided to undertake a Corporate Social Responsibility (CSR) initiative aimed at building a community center in a nearby rural area. The company wanted to contribute to the well-being of the local community by providing a space for educational programs, health camps, and vocational training, which would enhance the overall quality of life for local residents. The management believed that such an initiative would not only improve the company's image but also strengthen its relationship with the community and enhance employee morale.

However, when the company presented the proposal to the union members, they were met with strong resistance. The union representatives expressed concerns about the project's potential impact on the workers. They feared that the project would divert company resources and focus away from the welfare of the employees. The union members argued that the company should prioritize improving working conditions, increasing wages, and offering better benefits before committing to projects that primarily benefited external communities. They also raised concerns that the workers might be required to contribute extra time and effort towards the CSR initiative, which would negatively affect their work-life balance.

The management of ABC Industries tried to explain that the CSR project was designed to create a positive impact both within and outside the organization. They assured the union that the project would not compromise employee welfare, nor would it lead to any additional burdens on the workforce. Instead, the company emphasized how the project could serve as an opportunity to build a better public image, which could ultimately lead to better business prospects and more job security for employees. The community center, they explained, would also provide workers' families with access to valuable resources, including healthcare and education.

Despite these reassurances, the union remained skeptical, believing that the initiative might be a diversionary tactic by the management. After several rounds of discussions, the company organized a meeting with both union representatives and community leaders, where they presented data on similar successful projects undertaken by other organizations. The union members were then invited to visit a completed CSR project in another region, where they saw firsthand the positive impact it had on both the community and employees.

After this visit, the union members finally understood the broader benefits of such a project. They recognized that it could improve community relations, enhance the company's reputation, and indirectly benefit employees by fostering a positive work environment and helping attract future investments. They gave their consent, allowing

the project to move forward.

In the end, the collaboration between management and the union not only resulted in the successful implementation of the CSR initiative but also strengthened the bond between employees and the company.

**Questions :**

1. How did the CSR initiative contribute to strengthening the relationship between the company and the local community, and why is this important for long-term business success?
  2. What role did employee engagement and communication play in overcoming initial resistance from the union, and how does this highlight the significance of involving employees in CSR decision-making?
  3. How did the company's CSR project align with its broader business objectives, such as enhancing its public image and fostering goodwill, and why is this alignment important for achieving a win-win situation for both the company and the community?
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