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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY/JUNE- 2025
SEMESTER - V

Sub.: Corporate Social Responsibility (BBA15-516)

Date :2/06/2025

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)

1. What does CSR primarily focus on?
 - a) Profit Maximization
 - b) Social and Environmental Impact
 - c) Employee Turnover
 - d) Advertisement Revenue
2. Which principle emphasizes transparency in CSR?
 - a) Sustainability Principle
 - b) Accountability Principle
 - c) Efficiency Principle
 - d) Marketability Principle
3. CSR stands for:
 - a) Corporate Sales Report
 - b) Corporate Strategic Research
 - c) Corporate Social Responsibility
 - d) Company Service Regulations
4. What is performance evaluation in CSR?
 - a) Employee assessment
 - b) Social and environmental impact assessment
 - c) Marketing success evaluation
 - d) Sales report checking
5. Role and Objective of a Social Manager include
 - a) Implementation of CSR Initiatives:
 - b) Strategic Planning and Policy Development:
 - c) None of the above
 - d) All Of the above

Q. 2. State True / False (05)

1. 1. CSR is only applicable to non-profit organizations.
a) True b) False
2. 2. CSR includes activities related to community development.
a) True b) False
3. 3. Social accounting is only applicable to government organizations.
a) True b) False
4. 4. Leadership plays a crucial role in shaping organizational CSR culture.
a) True b) False
5. 5. Ethical behavior builds trust with employees, customers, and society.
a) True b) False

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

1. Concept of Leadership
2. Environmental Audit
3. Ethics
4. CSR
5. Sustainability and Environmental Issues

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

1. Explain the Role and Objective of Social Manager.
2. What is the Impact of Globalization on Social Responsibility of Corporates ?
3. Analyze Strategic and Corporate Planning.
4. What is meant by Social Accounting?

Q. 5. Case study (15)

Corporate Image vs Ground Reality — The CSR Dilemma of AquaPure Beverages

AquaPure Beverages, a multinational beverage giant with operations in over 80 countries, entered the Indian market with high expectations and strong marketing campaigns centered around health, hydration, and social responsibility. With a state-of-the-art bottling plant in a drought-prone region of central India, the company promised not only economic growth but also sustainable community development. It regularly publishes well-designed CSR reports that highlight its global initiatives in education, women empowerment, clean water access, and environmental sustainability.

However, over the past few years, AquaPure has faced mounting criticism from local communities and environmental watchdogs in India. Reports indicate that the company has been extracting large volumes of groundwater for its bottling process, leading to water scarcity in nearby villages. Local farmers have complained of dried wells and declining crop yields, directly attributing the problem to the company's water usage.

Despite these concerns, AquaPure's CSR report continues to showcase environmental awareness and social welfare programs, including rainwater harvesting and school donations. However, independent audits suggest that many of these initiatives are either under-implemented or have limited impact on the actual needs of the local population.

Surprisingly, the company's **global reputation remains intact**, with AquaPure frequently featured on global sustainability rankings and winning international CSR awards. This contradiction between its global image and local practices has sparked debates on the **authenticity of CSR efforts**, the role of ethical behavior in corporate governance, and whether image management is taking precedence over real impact.

Questions:

1. What CSR principles appear to be violated in AquaPure's operations in India?
2. In what ways can AquaPure realign its CSR strategies to be more ethical and impactful locally?
3. What role should corporate governance and leadership play in resolving such ethical dilemmas?