

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: BBA-(LM, CORE), BA-(PP, EE)**  
**Subject/Course: Corporate Social Responsibility**  
**Course Code: GMHR 1301**

**Semester: II**  
**Max. Marks: 100**  
**Duration : 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		<b>Marks</b>	<b>COs</b>
<b>Q.1</b>	Assume a company in automobile industry, what business strategy you would adopt in your company for sustainable development.	<b>20</b> <b>Marks</b>	<b>CO 4</b>
<b>Q.2</b>	How is the Corporate governance related to corporate performance? Illustrate your answer with suitable examples from the Indian corporate sector.	<b>20</b> <b>Marks</b>	<b>CO 3</b>
<b>Q.3</b>	Critically examine the arguments in favor and against of Corporate Social responsibility.	<b>20</b> <b>Marks</b>	<b>CO 2</b>
	<p style="text-align: center;"><b>Case Study</b></p> <p style="text-align: center;"><b>P &amp; G – Child Rights and You (CRY)</b></p> <p>In a survey conducted by Smile Foundation of India, it was discovered that India has the largest child population. It was also stated that on an average an upper primary school is 3 km away in 22 percent of areas in India. In 2009, UNISEF reported that there are 8 million children in India who do not go to school. While the Indian government understanding the gravity of the situation amended the Constitution by including Article 21-A and right of children to free compulsory Education Act, 2009 to make elementary education compulsory for children, it was Procter and Gamble (P&amp;G) which introduced an incredibly simple and effective idea.</p> <p>In 2009, P&amp;G tied up with Child Rights and You, popularly known as CRY, and launched a corporate social responsibility program called Siksha. The campaign allows customers to support the cause of child education by simply purchasing any P&amp;G product. A certain amount</p>		

	(usually ₹1) is deducted from each product purchased and donated to different charity that help underprivileged children. Since the inception of this program, the company has contributed over ₹ 22 crores toward helping the Siksha mission through various NGOs, such as Save the Children India, Army Wives Welfare association (AWWA), Navy Wives Welfare Association (NWWA) and more. In 2011-2012, the program had impacted 3, 85, 000 children and reached over 200 schools across India. Not only does P&G contribute part of sales revenue but also donates an additional 1crore hoping to fulfil its motto, padhega India to Badhega India.		
<b>Q.4</b>	How has P&G balanced being socially responsible and profitable?	<b>20 Marks</b>	<b>CO1</b>
<b>Q.5</b>	Do you think consumers are drawn to the products with a charity connection? Please elaborate your reasons. Or What are the benefits of behaving ethically to the organizations?	<b>20 Marks</b>	<b>CO3 CO4</b>

### ANSWERS