

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: BBA (Auto Marketing, Digital Marketing)
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.*

| | | Marks | COs |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------|
| Q.1 | Corporate social responsibility (CSR) is an opportunity for corporations to benefit in multiple ways by operating with a perspective broader and longer than their own immediate, short-term profits. Comment. | 20 | CO4 |
| Q.2 | Do you know if any of the companies that you are a client of have a CSR policy? Explain the different CSR activities performed by them. | 20 | CO2 |
| Q.3 | Role of government and educational institution in corporate social responsibility is very critical. Comment. | 20 | CO3 |
| Q.4 | Explain the role of ethics and social responsibility in developing a strategic plan while considering stakeholder needs and agendas. | 20 | CO1 |
| Q.5 | What is your understand from the concept of sustainable development and discuss whether Indian companies is serious about its sustainable development. | 20 | CO2 |

ANSWERS