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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
<b>SECTION-B</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
<b>SECTION-C</b>		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:-

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|------|--|---|
| 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:-

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|------|--|---|
| 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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