

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2011 – 12 & thereafter)
SUBJECT CODE: 11SC/UI/CS23

B.A. / B.Sc. / B.Com. / B.V.A. / B.S.W / B.C.A. DEGREE EXAMINATION
APRIL 2015

COURSE : INDEPENDENT ELECTIVE
PAPER : CORPORATE SOCIAL RESPONSIBILITY
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

ANSWER ALL QUESTIONS IN ABOUT 50 WORDS EACH. (10X2=20)

1. Define corporate social responsibility.
2. What is a business enterprise?
3. What is corporate philanthropy?
4. Define ethics.
5. What is social compliance?
6. What is sustainable business?
7. Define NGO.
8. What is a market initiative?
9. What is objectivity?
10. Define stakeholder.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN ABOUT 250 WORDS EACH. (5X8=40)

11. Write a note on the history of CSR.
12. Analyse CSR and marketing strategies.
13. Explain the regulatory framework for CSR activities.
14. Bring out the meaning and nature of CSR.
15. Explain CST activities in the social field.
16. Highlight on CSR International standards and guidelines.
17. Explain social auditing.
18. Bring out the workplace initiatives in CSR activities.

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED
1000 WORDS. (2X20=40)

19. Write an essay on government initiatives for promoting CSR in India.
20. Elaborate on the emerging trends of CSR in the business field.
21. Detail the advantages of CSR with examples.
22. Discuss in detail CSR initiatives of TATA.
