

Seat No. : \_\_\_\_\_

**NE-127**

**December-2015**

**5<sup>th</sup> Year MBA Integrated**

**Corporate Social and Environmental Responsibility**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (a) 'CSR goes beyond the philanthropy.' Explain the statement and detail out the various dimensions that of corporate social behaviour. **10**  
(b) Write an essay on the theory which describes the economic relationship between a principal and an agent. **10**

**OR**

(b) Discuss the provisions of Corporate Social Responsibility Act 2013. **10**
2. What do you understand by the term 'Corporate Governance' ? Briefly describe the theories of corporate governance. According to you which theories of corporate governance best suits the modern corporations and why ? **20**

**OR**

(a) How are various stakeholders of an organisation linked? Explain. Also describe the functioning of each stakeholder. **10**  
(b) Discuss the intangible aspects of stakeholder theory. **10**
3. (a) Define Sustainability. Discuss the tools that organisations can use to incorporate the concept of sustainability in the organisation. **10**  
(b) Write a note on any **two** : **10**
  1. Responsible Investment
  2. Sustainability Reporting
  3. Employee engagement for Sustainability Development
  4. Brundtland Report and issues in Agenda 21
4. (a) Distinguish between societal marketing, cause related marketing and social marketing using suitable illustrations. **10**  
(b) Write notes on any **two** of the following CSR issues and support it with examples from the corporations : **10**
  1. Social and Financial Inclusion
  2. Fair Trade
  3. Diversity
  4. Product Safety
5. (a) Define Green IT initiative. What are the initiatives taken by the Indian IT companies. **10**  
(b) Discuss major environmental issues which have caused climate change. Discuss the effects of climate change on fauna and flora. **10**

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