

CENTRAL UNIVERSITY

Inter-Semester EXAMINATIONS: 2015/2016

Resit/Supplementary Paper



DEPARTMENT OF MANAGEMENT & PUBLIC ADMINISTRATION
COURSE TITLE: **CORPORATE SOCIAL RESPONSIBILITY**

COURSE CODE:

Date: August 2016
Time Allowed: 2 hours

STUDENT ID No:

INSTRUCTIONS:

Answer question 1 and any other two questions

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SO BY THE INVIGILATOR**

Question 1

- a. Explain the concept of corporate social responsibility. (5 marks)
- b. Briefly explain any four (4) benefits corporate bodies enjoy for being socially responsible. (10 marks)
- c. Honourable Oko Vanderpuije, the AMA Boss is contemplating banning the use of polythene as it is considered the largest contributor to pollution within the Metropolis. The technocrats want to ensure that, at worst, the Cost of Removing pollution (CRP) is exactly equal to the Cost of Pollution (CP) by charging GH¢10.00 per household per month. His technocrats derived the following equations to help resolve the menace:
 $CRP = 18 - 0.02QP$ and $CP = 2 + 0.06QP$, where **CRP** is the Cost of Removing Pollution (filth); **CP** is the Cost of Pollution (filth) and the **QP** is the equilibrium Quantity of Pollution (filth).

Required:

- i. Ascertain the equilibrium quantity of pollution, the CRP and the CP. (10 marks)
- ii. What would be the QP if the CRP is zero? (10 marks)
- iii. Is the amount charged by the AMA boss per household per month justified? (5 marks)

Question 2

'The 4CR multi-dimensional corporate responsibility perspective is aimed at establishing a coherent approach to addressing the various concepts of corporate responsibility and their integration with strategic management'.

- a. Define corporate sustainability management and explain the 4CR taxonomy. (15 marks)
- b. How does the 4CR impact on corporate social marketing? (15 marks)

Question 3

- a. 'I honestly believe that the winning companies of this century will be those who prove with their actions that they can be profitable and increase social value' (Hewlett-Packard, 2004). Discuss (15 marks)
- b. Describe the beginnings of corporate social responsibility (15 marks)

Question 4

- a. Explain your responds to Milton Friedman's article entitled 'The social responsibility of business is to increase its profits'. (15 marks)
- b. What roles do regulatory bodies play in corporate social responsibility? (15 marks)

Question 5

Briefly explain the operations of ANY THREE of the following:

- a. Implementing CSR commitments.
- b. CSR Stakeholder engagement
- c. Dimensions of CSR.
- d. Ghana Business Code
- e. The Triple bottom line

(10 marks each)