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MEDS-052

**P. G. DIPLOMA IN CORPORATE
SOCIAL RESPONSIBILITY/
M. A. (CORPORATE SOCIAL
RESPONSIBILITY)
(PGDCSR/MACSR)**

**Term-End Examination
December, 2023
MEDS-052 : CSR PROCESS**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Answer any five questions.*

(ii) *All questions carry equal marks.*

1. What do you understand by business ethics ?
Discuss the approaches to ethical decision-
making. 5+15
2. What do you understand by employer
branding ? Discuss the important steps for
creating employer branding strategies. 5+15

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3. Differentiate between rehabilitation and resettlement. Discuss the issues related to rehabilitation and resettlement. 5+15
4. What is the role of NGOs in CSR activities ? How does a company identify the right NGO for CSR intervention ? 8+12
5. What is a Section 8 company ? Giving suitable examples, discuss the business benefits from a Section 8 company. 5+15
6. List out the Sustainable Development Goals (SDGs). Suppose you are the CSR head of a company, propose one activity each for any *ten* of these goals. 10+10
7. What is meant by prioritization of stakeholders ? Discuss Mitchell, Agle, Wood's theory for prioritization of stakeholders. 8+12
8. Write short notes on any *two* of the following : 10+10
 - (a) Importance of a good business strategy
 - (b) CSR Committee and Board
 - (c) CSR focus areas under Section 135 of the Companies Act