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MEDS-052

**P. G. DIPLOMA IN CORPORATE
SOCIAL RESPONSIBILITY (PGDCSR)**

Term-End Examination

December, 2022

MEDS-052 : CSR PROCESS

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. What is sustainable corporate strategy ?
Discuss the steps involved in sustainable corporate strategy. 5+15

2. What are the different approaches to ethical decision-making ? Discuss any *two* approaches. 5+15

3. What is corporate branding ? Discus the steps for creating employer branding strategies. 5+15

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4. What is meant by Rehabilitation and Resettlement (R & R) ? Discuss the issues related to R & R. 5+15
5. Who are stakeholders ? Discuss the classification of stakeholders on the basis of attributes present. 5+15
6. Discuss the role of government in supporting CSR. 20
7. What is collaboration ? What does UN SDGs say about partnership and collaboration ? What is the need for academia-industry specialized cooperation and collaboration towards CSR implementation ? 5+5+10
8. Write short notes on any *two* of the following : 10+10
 - (a) Importance of business strategy
 - (b) Importance of social inclusion
 - (c) Role of cooperatives in social development

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