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**MEDS-052**

**P.G. Diploma in Corporate Social  
Responsibility / MA (Corporate Social  
Responsibility)  
(PGDCSR / MACSR)**

**Term-End Examination**

**June, 2024**

**MEDS-052 : CSR PROCESS**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. What do you understand by sustainable corporate strategy ? Discuss the steps involved in achieving sustainable corporate strategy.  
 $5 + 15 = 20$
  2. What is business ethics ? Discuss the various approaches to ethical decision making.  
 $5 + 15 = 20$
  3. What do you understand by employee engagement ? Giving suitable examples, discuss

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some of the effective employee engagement strategies which have helped companies in achieving results.  $5 + 15 = 20$

4. Discuss the role of NGOs in CSR initiatives. How does a company identify the right NGO for CSR intervention ?  $10 + 10 = 20$
5. How can government play a key role in promoting good practices to foster CSR ? Discuss.  $20$
6. Who are stakeholders ? What is stakeholder mapping ? Discuss.  $5 + 15 = 20$
7. What are the principles of moving ahead with academia-industry collaboration to achieve sustainable development ? Discuss any one  $12 + 8 = 20$
8. Write short notes on any two of the following :
  - (a) Importance of social inclusion.
  - (b) Sustainable market risks faced by corporates.
  - (c) Role of corporate foundation in corporate philanthropy.  $10 + 10 = 20$

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