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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF JOURNALISM AND MASS COMMUNICATION

COE 3352: CORPORATE SOCIAL RESPONSIBILITY

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: *Answer Questions ONE and any other TWO Questions*

QUESTION ONE (30MARKS)

- a) Discuss five types of corporate social responsibilities (10 Marks)
- b) Mbarika a pawpaw producer recycles 100 percent of the plastic bags and other waste on its farms and it has improved working conditions by building housing and schools for its employee's families. Based on the above illustration, draw a distinction between ethical and philanthropic activities of business (5 Marks)
- c) Discuss the key components of corporate strategy (8 Marks)
- c) Describe the activities of socially responsible companies citing an appropriate example in each case (7 Marks)

QUESTION TWO (20 MARKS)

- a) Analyze the instrumental theory and the universal rights theories as used in Corporate Social Responsibility (10 Marks)
- b) A business has a responsibility to take care of its customers. Analyze the various ways in which a business can be socially responsible to customers (10 Marks)

QUESTION THREE (20 MARKS)

- a) Describe the social responsibility of a business to employees (10 Marks)
- b) Corporate social responsibility activities have their own limitations. Explain the limitations of Corporate Social Responsibility strategies in organizations (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Corporate Social Responsibility has a profound impact on organizational culture and employee morale. Justify this statement (10 Marks)
- b) Explain the concept of sustainability (2 Marks)
- c) Discuss the impact of business activities on the natural environment (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the arguments for and against corporate social responsibility of a firm (10 Marks)
- b) Explain the Role of Corporate Social Responsibility in the modern business landscape, (10 Marks)