

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES

BJMC3209 CORPORATE SOCIAL RESPONSIBILITIES
END OF SEMESTER 11 YEAR 3 EXAMINATION

Date: July 2022

Time: 3hrs

Instructions

1. Answer three questions in all
2. Section A is compulsory
3. Read and understand the question before attempting any of them
4. Do not write on a question paper

SECTION A

This section is compulsory it carries 40 Marks.

- 1a) Explain reasons as to why companies should think less about shareholder value and more about social engagement in their communities. (25 Marks)
- b) Define Corporate Social Responsibility. (4 Marks)
- c) Discuss how you can introduce Corporate Social Responsibility in your company. (11 Marks)

SECTION B

Choose two questions in this section

Each question carries 30 Marks.

Qn. 2

- a) Examine the importance of the principles of corporate social responsibility and give specific examples of each. (15 Marks)
- b) In case a company fails to implement the principles of CSR give advices to the managing director of what can be done to rescue the situation. (15 marks)

Qn. 3

- a) Leaders and organizations engage in CSR act for the benefit of their stakeholders – employees, customers, suppliers, community and society at large. Elaborate on the above statement and give examples. (15 Marks)
- b) Companies loose and at the same time gain funds after engaging themselves in Corporate Social Responsibility. Explain this statement. (15 Marks)

Qn. 4

- a) A research study has identified the four strategic approaches used to manage CSR. Identify three of the strategies and write in details about each of them with examples. (20 Marks)
- b) Which two of the strategies above matter to a company more than the other two and why? (10 Marks)

Qn. 5

- a) Discuss the ways how this course unit is relevant to you now and in the future. (20 Marks)
- b) Does Uganda Martyrs University practice Corporate Social Responsibility anywhere? If yes, explain where and how? (10 Marks)