

Assignment No. 2

Ques. 1) What is the importance of corporate social Responsibility (CSR)?

→ ① CSR is a form of self-regulation that reflects a business's accountability and commitment to contributing to the well-being of communities and society through various environmental and social measures.

② CSR plays a crucial role in a company's brand perception; attractiveness to customers, employees, investors; talent retention and overall business success.

③ A company can implement four types of CSR efforts: environmental initiatives, charity work, ethical labor practices and volunteer projects.

④ Improved public image. This is crucial, as consumers assess your public image when deciding whether to buy from you.

⑤ Increased brand awareness and recognition. People hear about your brand, which creates an increased brand awareness.

⑥ Many simple changes in favour of sustainability such as using less packaging, will help to decrease your production cost.

⑦ An advantage over competitors. You can stand out from competitors in your industry. You establish yourself as a company committed to going one step further by considering social and environmental factors.

- ⑧ Increased customer engagement by posting it on your social media channels and create a story out of your efforts.
- ⑨ There are also a range of benefits for your employees when you embrace CSR.

Ques 2) Explain the concept and types of whistle blower?

→ ① A whistleblower is a person, who could be an employee of a company, or a government agency, disclosing information to the public or some higher authority about any wrong doing, which could be in the form of fraud, corruption and etc..

② To protect whistleblowers from losing their job or getting mistreated there are specific laws. Most companies have a separate policy which clearly states how to report such an incident.

③ A whistleblower can file a lawsuit or register a complaint with higher authorities which will trigger a criminal investigation against the company or any individual department.

* Types of whistle blower: →

There are two types of whistle blower, they are:

- a) Internal whistle blowers.
- b) External whistle blowers.

a) Internal whistleblower: →

They are those who report the misconduct, fraud or indiscipline to senior officers of the organisation such as Head Human Resource or CEO.

b) External whistleblower: →

It is a term used when whistleblower reports the wrongdoings to people outside the organisation such as the media, higher government officials or police.

ques. 3) What do you understand by Intellectual property rights?

→ ① Intellectual property is a broad categorical description for the set of intangible assets owned and legally protected by a company or individual from outside use or implementation without consent.

② An intangible asset is a non-physical asset that a company or person owns.

③ Intellectual property is an umbrella term for a set of intangible assets that are not physical in nature.

④ It is owned and legally protected by a person or company from outside use or

implementation without consent.

- ⑤ Intellectual property can consist of many types of assets, including trademarks, patents and copyrights.
- ⑥ Intellectual property infringement occurs when a third party engages in the unauthorized use of the assets.
- ⑦ Legal protections for most intellectual property expire after some time; however, for some (eg: trademarks), they last forever.

Ques. 4) Describe plagiarism & its types?

- ① Plagiarism is presenting someone else's work, content or ideas and present as his/her work.
- ② In other word, plagiarism is simply an act of fraud.
- ③ It involves both conditions like steal someone else's work, present as their work, and lying about it afterward.
- ④ plagiarism is illegal and against ethics as it infringes on another writer's work, which often has the copyright and the trademark of that particular write-up or work.

* Types: →

① Direct plagiarism:

It is severe form of plagiarism because it is

word-to-word copying of a section of someone's work without quotation mark.

(2) Self plagiarism :-

It is the most accessible and straight forward form of plagiarism. It's perfect example of borrowing materials from one's previous work without the knowledge of the professor.

(3) Accidental plagiarism :-

If an author or a writer neglects to cite their sources, unintentionally paraphrases or some other work without attribution then, the writer commits plagiarism.

(4) Paraphrasing :-

In this, a writer usually copies or takes a central idea from someone's work. After using some synonyms and restructuring the sentences, they add that content in their work and present as their content but without proper attribution.

If the writer mentions proper citing with references and credits, then it won't be considered as plagiarism. But if a writer takes words, ideas and not only this but if he/she translate text from another writer's content, written in other language and

don't mention proper credits, references, then it would be considered as paraphrasing plagiarism.

⑤ Verbatim (copy and paste) :-

when he / she directly copy text from a source and paste it in his / her work without properly citing the information, even if delete or change a couple of words here and there.

⑥ mosaic plagiarism :-

mosaic plagiarism occurs when a student borrows phrases from a source without using quotation marks, or finds synonyms for the author's language while keeping to the same general structure and meaning of the original.

Ques. 5) Define :-

① Copyright :-

In simpler terms, copyright is the right to copy. A legal right granted to an intellectual property owner is copyright. It helps protect the creator of the original material so that no one can duplicate or use it without authorization. If an original work needs protection through copyright law, it must be protection in tangible form.

② Patents: →

A patent for an invention is granted by government to the inventor, giving the inventor the right to stop others, for a limited period, from making, using or selling the invention without their permission.

③ Trademark: →

It is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks are protected by intellectual property rights.

ques. 6) Discuss Corporate Environment Responsibility (CER)?

→ ① Corporate Environmental Responsibility (CER)

refers to a company's duties to abstain from damaging natural environments.

② This term derives from corporate social responsibility (CSR).

③ CER is, in many ways connected to CSR, as both of them influence environmental protection.

④ CER however is strictly about the consideration of environmental implications and protection within corporate strategy.

⑤ CER is focused more on economic and environmental while CSR relates to social &

environmental aspects.

- ⑥ CER is used by multinational corporations as well as small, local organizations.
- ⑦ It also highlighted and more institutionalized because of stakeholders' awareness of the huge impacts of business activities on the environment.
- ⑧ The idea of CER is for human to be more aware of the environmental impact and counteract their pollution / carbon footprint on the natural resources.
- ⑨ One of the main factor is to reduce carbon footprint and carbon emissions.
- ⑩ Broadly CER can be described as precautions and policies organizations adopt to reduce and prevent hazards to the environment along with stakeholder participation to induce transparency.