

## CSR QUIZ 2

Date: February 2021

SEM 4 Batch 1

Maximum Marks: 5

Duration: 15 Minutes

**ALL QUESTIONS CARRY EQUAL MARKS**

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Q 1. Give any three reasons why companies should embrace CSR:

1. innovation
2. cost saving
3. brand differentiation

Q 2. Name the three tracks which explain why business may need CSR:

1. philanthropic giving
2. re engineer the value chain
3. transform the eco system

Q 3. Consumer pressure can be a reason why companies may be forced to adopt CSR.

(~~TRUE~~ / FALSE)

Q 4. The problem with CSR is that Companies s usually don't have a CSR strategy, but rather many disparate CSR Programs.

(~~TRUE~~ / FALSE)

Q 5. Some of the elements which a good CSR strategy should have are:

1. Senior leadership and management
2. Align CSR strategy with the firm's core competencies.
3. Develop clear performance metrics,