



**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI, GHANA**

**FACULTY OF HUMANITIES  
DEPARTMENT OF COMMUNICATION STUDIES  
BACHELOR OF ARTS IN COMMUNICATION  
End of Second Semester Examinations, 2021/22 Academic Year**

**Level 300**

**BACS 314: CORPORATE SOCIAL RESPONSIBILITY**

**May, 2022**

**70 Marks**

**Time Allowed: 2hrs, 30min**

**INSTRUCTIONS:**

- Answer **question one** and any other two.
- Present all answers in essay form.
- Marks will be awarded for clarity and grammar
- Begin each question on a fresh answer booklet page.
- Label your answers correctly.

***Examiner: Justice Boffah Pokumensah***

### QUESTION 1

It is argued by scholars that the sustainability of corporate institutions in the 21<sup>st</sup> century is driven by several factors, among which is, corporate social responsibility. In the light of this observation,

- A. define corporate social responsibility. [5 Marks]
- B. discuss the three (3) “Ps” in relation to corporate social responsibility. [25 Marks]

### QUESTION 2

A critical review of extant literature shows a sharp division among scholars on the subject of the relevance of corporate social responsibility in today’s competitive and challenging business environment. In your opinion, are there any justifications for sustainability activities in contemporary Ghanaian business practice? [20 Marks]

### QUESTION 3

Critically evaluate Archie Carroll’s pyramid of corporate social responsibility in the context of prioritization of corporate business resources [20 Marks]

### QUESTION 4

Examine the stakeholder’s theory as a framework for engaging employees in corporate social responsibility activities. [20 Marks]

### QUESTION 5

Justify the relevance of reporting corporate social responsibility activities as a corporate governance strategy. [20 Marks]