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**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA
FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES
BACHELOR OF ARTS IN COMMUNICATION
END OF SECOND SEMESTER EXAMINATIONS, 2018/19 ACADEMIC YEAR**

LEVEL 300 (EVENING & WEEKEND SCHOOL)

BACS 314: CORPORATE SOCIAL RESPONSIBILITY

May, 2019

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 of expressions and grammar
- Marks will be awarded for additional information

QUESTION 1

A socially responsible firm is one whose managerial staff balances a multiplicity of interests. Instead of striving only for larger profits for its stockholders, a responsible enterprise also takes into account employees, suppliers, dealers, local communities, and the nation (Griseri & Seppala, 2010:26). In the light of the above observation,

- A. Define the term “Corporate Social Responsibility (5 Marks)
- B. Discuss the three (3) P’s in relation to corporate social responsibility. (25 Marks)

QUESTION 2

Examine how organizations are justified or not in engaging in corporate social responsibility activities and initiatives. Support your position with relevant theoretical and empirical evidence. (20 Marks)

QUESTION 3

Critically evaluate Archie Carroll’s pyramid of corporate social responsibility. (20 Marks)

QUESTION 4

Examine how the stakeholder’s theory provide a framework for engaging employees in corporate social responsibility activities. (20 Marks)

QUESTION 5

Justify the relevance of reporting corporate social responsibility activities. (20 Marks)