

**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

**Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** [**info@must.ac.ke**](mailto:info@must.ac.ke)

**University Examinations 2015/2016**

THIRD YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

**BFB 3351: CORPORATE SOCIAL RESPONSIBILITY**

**DATE: AUGUST, 2016 TIME: HOURS**



**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions.*

**QUESTION ONE (30 MARKS)**

1. Explain the meaning of the term “ Corporate Social responsibility” (4 Marks)
2. Discuss any four drivers of corporate social responsibility. (16 Marks)
3. Critically explain four strategies that county governments can undertake to promote mainstreaming of corporate social responsibility in relation to companies investing in the counties. (10 Marks)

**QUESTION TWO (20 MARKS)**

Write brief explanatory notes on the following corporate social responsibility concepts;

1. Social audit (5 Marks)
2. Social finance (5 Marks)
3. Social enterprise (5 Marks)
4. Social capital (5 Marks)

**QUESTION THREE (20 MARKS)**

Using relevant examples, briefly discuss the following theories of corporate social responsibility;

1. Integrative social theory (5 Marks)
2. Ethical theory (5 Marks)
3. Instrument theory (5 Marks)
4. Political theory (5 Marks)

**QUESTION FOUR (20 MARKS)**

Using appropriate examples briefly discuss the following principles of Corporate social responsibility:

1. Elimination of discrimination (5 Marks)
2. Environmental responsibility (5 Marks)
3. Elimination of forced labour (5 Marks)
4. Protection o human rights (5 Marks)

**QUESTION FIVE (20 MARKS)**

Clearly explain how the following benefits from corporate social responsibility;

1. Community (5 Marks)
2. The environment (5 Marks)
3. The company (5 Marks)
4. Policy makers (5 Marks)