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Even Semester End Term Examination, May / June 2026		
Date: 19/05/2026		**Time: 09.30 AM - 12.30 PM**
Course Code: CBS2045	**Course Name: Sustainability and Corporate Social Responsibility**	
Semester: Second Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**
Marks	**38**	**52**	**54**	**36**

Part A: Answer Following Questions. 20 M

Qn.No	**Questions**	**M**	**CO**	**BT**
1	Explain the three interconnected dimensions of the Triple Bottom Line (TBL) framework ?	2	CO1	BT2
2	What is the primary objective of Corporate Social Entrepreneurship (CSE) within a large firm?	2	CO2	BT1
3	How can a corporation align its CSR goals with the United Nations SDGs?	2	CO3	BT1
4	Why is biodiversity increasingly considered a critical pillar of CSR, alongside climate change?	2	CO4	BT1
5	How does a regenerative business model go beyond the concept of "doing less harm" ?	2	CO3	BT1
6	Why is skills-based volunteering considered to have a higher ROI for CSR departments compared to traditional manual labor volunteering?	2	CO1	BT1
7	As digital transformation accelerates, what does "Corporate Digital Responsibility" entail?	2	CO3	BT1
8	Define "Green Finance" and provide two examples of its instruments.	2	CO4	BT1
9	What is the purpose of "Supply Chain Due Diligence" in a modern CSR strategy?	2	CO2	BT1
10	Define the core principle of Utilitarianism in business ethics.	2	CO1	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	A tech company discovers a minor defect in a budget smartphone model. The defect causes the battery to overheat in 0.05% of units sold. Replacing all units would cost the company its entire annual profit, potentially leading to layoffs for 500 employees. However, leaving the phones on the market could result in minor property damage for a small number of customers. 1: Applying Act Utilitarianism, should the company issue a full recall? Why or why not? 2: How does the "greatest good for the greatest number" principle apply to the 500 employees in this scenario?	6	CO1	BT3
11.b	Discuss the importance of ethical sourcing and human rights in modern global supply chains ?	10	CO1	BT2
12.a	Explain the concept of Fair Trade within the CSR framework.	6	CO2	BT2
12.b	Compare the traditional "Linear Economy" with the "Circular Economy" model. Discuss the core principles of circularity and why this transition is considered essential for long-term business resilience and planetary health	10	CO2	BT3

Part C: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13.a	Identify and explain at least four types of sustainable business models. How do these models redefine the traditional concept of "value" for both the company and society?	6	CO2	BT2
13.b	Trace the evolution of Business Responsibility Reporting in India. Highlight the key differences between the original BRR and the new BRSR framework introduced by SEBI.	10	CO2	BT2
14.a	Discuss how investors use ESG metrics to assess a company's long-term risk and resilience.	6	CO3	BT3
14.b	"Governance is the 'G' in ESG, but it is also the framework that drives the 'E' and the 'S'." Critically analyse this statement, focusing on how corporate governance structures influence a company's ability to meet its environmental and social commitments	10	CO3	BT4

Part D: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15.a	Compare and contrast Milton Friedman's "Shareholder Primacy" with Edward Freeman's "Stakeholder Theory." Which model is more viable for a business operating in the 21st-century "Climate Emergency" era?	6	CO3	BT2

15.b	Measuring social impact is often harder than measuring environmental impact. Define Social Impact Assessment (SIA) and discuss the challenges of quantifying the "Social" (S) pillar of ESG. How can companies ensure their social initiatives are not just "performative"?	10	CO3	BT2
16.a	"In emerging markets, companies often face a paradox where the need for social intervention is high, but institutional frameworks are weak." Discuss the primary challenges and opportunities this environment presents for multinational and domestic firms.	6	CO4	BT3
16.b	India was the first country to mandate CSR spending via the Companies Act, 2013. Evaluate the impact of mandatory CSR on corporate behavior in emerging markets. Does legal compulsion lead to more meaningful social impact than voluntary models?	10	CO4	BT2

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Critically analyze the debate between "Green Growth" and "Degrowth." Can a corporation truly be sustainable if its core business model requires infinite economic growth on a finite planet?	6	CO4	BT4
17.b	Explain the role of ethical leadership in closing the "Say-Do" gap in CSR. How can leaders ensure that sustainability goals move beyond the marketing department and into the operational "DNA" of an organization?	10	CO4	BT2
18.a	While carbon emissions (E) dominate the news, social equity (S) is becoming a major investor priority. Discuss the responsibility of corporations in addressing wealth inequality through the implementation of a "Living Wage" throughout their global supply chains.	6	CO1	BT2
18.b	Discuss the ethical implications of a company’s political activities. Why is it a CSR failure when a company’s "green" marketing contradicts its private lobbying or political donations?	10	CO1	BT2

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain the concept of "Materiality" in sustainability reporting. Why must a company prioritize specific ESG issues over others, and how does this prioritization benefit stakeholders?	6	CO2	BT2
19.b	Explain the impact of social media on Corporate Social Responsibility (CSR) and evaluate the risks associated with "performative activism" in a digital-first world.	10	CO2	BT2
20.a	Explain how social media has transformed CSR communication from a one-way monologue into a two-way dialogue.	6	CO3	BT2
20.b	A fast-fashion retailer, "TrendCo," posts a vibrant Instagram reel on Earth Day featuring a new "Organic Cotton" line. The caption claims	10	CO3	BT3

	they are "leading the way in sustainable fashion." Within hours, a popular TikTok creator posts a video showing a "TrendCo" factory in an emerging market dumping untreated dye into a local river, using Google Earth images and leaked whistleblower footage. The TikTok goes viral, and the hashtag #BoycottTrendCo begins to trend. 1: Using the concept of "The Say-Do Gap," analyze why TrendCo’s social media strategy failed. 2: If you were the CSR Manager, how would you use social media to handle this crisis authentically?				