



FACULTY OF EDUCATION AND ARTS

FINAL EXAMINATION

Student ID (in figures) :

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Student ID (in words) : _____

Course Code & Name : **COM3124 CORPORATE SOCIAL RESPONSIBILITY**
Semester & Year : May - August 2024
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A : SIX (6) short answers question. Answers are to be written in the (80 marks) Answer Booklet provided.
SECTION B : ONE (1) essay question. Answer all questions in the Answer Booklet (20 marks) (s) provided
2. Candidates are NOT allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to meet out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 6 (Including the cover page)

SECTION A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Elaborate **FIVE (5)** importance of CSR in creating value in contributing to a more sustainable and equitable world.

15 marks

Question 2

Corporate ethics in CSR involves conducting business that is transparent by the public eye. Discuss **FIVE (5)** implications of corporate ethics in contributing positively to the society.

15 marks

Question 3

Explain **FIVE (5)** privileges and freedoms that a corporation has under corporate rights.

15 marks

Question 4

Describe **FIVE (5)** key aspects of corporate ethics in CSR.

15 marks

Question 5

Explain **FOUR (4)** of the components in the pyramid of Carroll that can help the managers to see the different types of CSR obligations.

8 marks

Question 6

For CSR to be effective, corporations must maintain stability between their rights and their duties. Elaborate **FOUR (4)** ways companies can balance their rights with their responsibilities in CSR effort.

12 marks

END OF PART A

SECTION B: **ESSAY QUESTIONS (20 marks).**
INSTRUCTION: **There is ONE (1) essay question.**
 Answer all question in the Answer Booklet (s) provided.

Question 1

CSR skepticism increases a negative perception of a company. It causes customers to question the social commitment of a company because they feel that it is driven by the selfish goal of maximizing profits. Evaluate **FOUR (4)** common reasons of skepticism that can weaken consumers' supportive behavioral intention towards an organization CSR effort.

20 marks

END OF EXAM PAPER