



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019
EXAMINATION FOR THE DIPLOMA IN TOURISM MANAGEMENT
(YR II SEM I)

UNIT CODE: DMDE 1201

UNIT TITLE: CORPORATE SOCIAL RESPONSIBILITY

DATE: 27TH AUGUST, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- a) Defining Corporate social responsibility, outline three other terms used to refer to it. (5 marks)
- b) Differentiating Corporate social initiatives and corporate cause promotions outline classification of CSR activities according to Blowfield and Murray. 5 marks
- c) Briefly describe the process of making business socially consciousness. 10marks
- d) Discuss the importance corporate citizenship in entrepreneurship. 10marks

QUESTION TWO

Defining corporate responsibility, discuss main characteristics of Corporate Social Responsibility. 20 marks

QUESTION THREE

- a) What are socially responsible business practices? Give correct examples. 8marks
- b) Listing Pros and Cons, explain the following cause promotions: 12marks
 - i) Donation with consumer action
 - ii) Buy One, Get One
 - iii) Volunteerism rally.

QUESTION FOUR

Discuss reasons for sustainability programs in business world. 20marks

QUESTION FIVE

- a) Explain main disruptions to CSR efforts when considering social responsibility in business. 8marks
- b) Briefly discuss why corporate philanthropy is not popular among businesses in Kenya. 12marks