



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019 EXAMINATION FOR THE DIPLOMA IN ENTREPRENEURSHIP

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

- Define the social responsibility and state other terminologies used instead of it (5 marks)
- With relevant examples differentiate between corporate social initiative and corporate cause promotions (5 marks)
- Explain the procedure of making business socially consciousness (10 marks)
- Describe the importance of conscious capitalism in entrepreneurship al guiding principles affect business; (10 marks)

QUESTION TWO

Discuss main characteristics of a sustainable business (20 marks)

QUESTION THREE

- With relevant examples explain the term socially responsible business practice (8 marks)
- Stating advantages and dis advantages , explain the following cause promotions (12 marks)
 - Donation with purchase
 - Consumer pledge drives
 - Proud supporter method

QUESTION FOUR

Discuss the importance of sustainability programs in business (20 marks)

QUESTION FIVE

- State and explain core disruptions to CSR efforts when conserving social responsibility in business (8 marks)
- Discuss the unpopularity of corporate philanthropy in business in Kenya. (12 marks)