



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF ENVIRONMENTAL SCIENCES

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF ENVIRONMENTAL STUDIES AND COMMUNITY DEVELOPMENT

ECD 426: CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENT

DATE: 19/10/2020

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Explain why it is important for consumers of goods and services to verify environmental and corporate social responsibility reports of a company. (5 marks)
- b) Explain the relationship between corporate social responsibility and ethical consumerism. (10 marks)
- c) Describe the 'Creating Shared Value' concept within the context of corporate social responsibility. (5 marks)
- d) Discuss the factors that influence corporate behaviour in Kenya. (10 marks)

QUESTION TWO (20 MARKS)

Discuss the principles of corporate social responsibility.

QUESTION THREE (20 MARKS)

As a corporate social responsibility officer in a Kenyan company, discuss the various stakeholders that you would consider when initiating a corporate social responsibility program.

QUESTION FOUR (20 MARKS)

Discuss the criticisms directed at corporate social responsibility programs.

QUESTION FIVE (20 MARKS)

Explain the potential benefits of a corporate social responsibility program for a Kenyan company.