



MACHAKOS UNIVERSITY

University Examinations For 2018/2019 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: 7/5/2019

TIME: 11:00 – 1:00 PM

INSTRUCTIONS: Answer question ONE and any other TWO

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Explain the term 'Corporate Social Responsibility' (2 marks)
- b) Discuss FOUR categories of stakeholders by corporate social responsibility implementation in a Kenyan company (8 marks)
- c) Explain how the companies located in Machakos County could benefit by engaging in corporate social responsibility programmes (10 marks)
- d) Explain SEVEN ways that a Kenyan manufacturing company can reduce its effect on the environment (7 marks)
- e) Describe THREE approaches that a company can use when integrating corporate social responsibility into its operations (3 marks)

QUESTION TWO (20 MARKS)

- a) Explain why it is important to conduct cost benefit analysis before investing in a corporate social responsibility program (10 marks)
- b) Discuss FIVE reporting guidelines and standards that serve as frameworks for social accounting in companies (10 marks)

QUESTION THREE (20 MARKS)

- a) As a manager for a Kenyan fast-moving consumer goods company, explain why it would be important to obtain a 'Social License to Operate' (15 marks)
- b) Briefly explain why it is important for consumers of goods to verify the corporate social responsibility reports of a company (5 marks)

QUESTION FOUR (20 MARKS)

- a) Explain how a corporate social responsibility program can be used by a Kenyan company to reduce employee turnover (10 marks)
- b) Explain how corporate social responsibility can be used by businesses to aid in brand differentiation and to gain public support in a competitive market (10 marks)

QUESTION FIVE (20 MARKS)

- a) Using FIVE case studies, explain how major companies are contributing to community development through corporate social responsibility (10 marks)
- b) Discuss criticisms directed at implementation of corporate social responsibility programmes (10 marks)