

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF PURCHASING  
AND SUPPLIES MANAGEMENT**

**BPSM 405: SOCIAL RESPONSIBILITY IN BUSINESS**

**STREAMS: BPSM Y4S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 07/07/2016**

**11.30 A.M. – 1.30 P.M.**

---

**INSTRUCTIONS:**

- **SECTION A - QUESTION ONE IS COMPULSORY**
- **SECTION B - ANSWER ANY OTHER TWO QUESTIONS**

**SECTION A – COMPULSORY**

**QUESTION ONE – COMPULSORY (30 MARKS)**

1.
  - (a)
    - (i) Explain an organization that you feel has been hypocritical in terms of its corporate social responsibility stance. (3 marks)
    - (ii) What is your reaction to the company's actions? (2 marks)
    - (iii) Would you consider boycotting the product of a company that you felt had acted in a socially irresponsible way? (3 marks)
    - (iv) How about one you felt had acted in a hypocritical way? (2 marks)
  - (b) With your vast knowledge on corporate social responsibility
    - (i) Explain if you would ever choose a bank based on its corporate social responsibility performance?

(ii) Alternatively, would you avoid a bank that received negative press coverage because of a corporate social responsibility transgression? (10 marks)

(c) Is a tobacco firm that employs tens of thousands of people and pays significant taxes a better or worse firm (in terms of CRS performance) than a supermarket that sells foods but pays its employee's low wages? (10 marks)

## **SECTION B – ANSWER ANY OTHER TWO QUESTIONS**

### **QUESTION TWO**

2. (a) Explain the four responsibilities of a firm outlined in Archie Carroll's pyramid of CSR model. Illustrate each level with corporate examples of how they are undertaking CSR stance. (10 marks)
- (b) Explain strategic CSR in your own words. What are the signs you would look for to indicate that a firm has implemented a strategic CSR perspective. (10 marks)

### **QUESTION THREE**

- (a) Discuss the industry perspective. Choose an example industry and conduct an analysis of its competitive structure using Porter's five – forces model. (10 marks)
- (b) Explain how competencies, strategy, structure and the external environment combine to create a successful organization? (10 marks)

### **QUESTION FOUR**

4. (a) Think of an example firm and/or industry, what event do you think would push that firm or industry over its CSR threshold? (10 marks)
- (b) How does a firm avoid the perception that its CSR report is greenwash? Does it matter whether the reasons behind an action are genuine or cynical if the outcome is the same? (10 marks)
-