



# MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES MANAGEMENT

DEPARTMENT OF ENVIRONMENTAL SCIENCES

FOURTH YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF ENVIRONMENTAL STUDIES AND COMMUNITY DEVELOPMENT

ECD 426: CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENT

DATE: 25/7/2019

TIME: 2.00-4.00 PM

---

## INSTRUCTIONS:

Answer question ONE and any other TWO questions

### QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Discuss the term 'Social Accounting' as applied within the context of corporate social responsibility (10 marks)
- b) Explain the FIVE dimensions through which corporate social responsibility can be compiled (5 marks)
- c) Describe FOUR factors that are motivating companies to initiate corporate social responsibility programs (4 marks)
- d) Explain SIX types of corporate initiatives that encompass corporate social responsibility (6 marks)
- e) Define the term Corporate Behaviour and explain its importance to a company (5 marks)

### QUESTION TWO (20 MARKS)

Discuss the three principles of corporate social responsibility (20 marks)

### QUESTION THREE (20 MARKS)

- a) Discuss the effect of corporate social responsibility on the supply chain of a company (10 marks)
- b) Explain the differences between corporate social responsibility and created shared value concepts (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe FIVE factors that influence corporate behaviour (10 marks)
- b) Explain the human rights dimension in a corporate social responsibility program of a company (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss THREE criticisms directed at the implementation of corporate social responsibility programs by companies (10 marks)
- b) Using illustrations, explain how corporate social responsibility would affect the reputation of a company (10 marks)
- c) Kenyan company (10 marks)