



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1108: CORPORATE SOCIAL RESPONSIBILITY

Date: 14TH DECEMBER 2022

Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) State SIX benefits of corporate social responsibility to the community. (6 Marks)
- b) List SIX groups of stakeholders. (6 Marks)
- c) Identify SIX corporate social responsibility activities in the organization. (6 Marks)
- d) Highlight SIX benefits of corporate social responsibility to an organization. (6 Marks)
- e) List SIX arguments against corporate social responsibility. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Explain any FIVE ethical philosophies. (10 Marks)
- b) Using an organization of your choice discuss how its' activities affects the environment. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss SIX advantages of a good corporate reputation. (12 Marks)
- b) Explain FOUR components of a Balance Scorecard. (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any THREE corporate governance theories. (12 Marks)
- b) Explain FOUR challenges organisations in Kenya face when implementing corporate social responsibility strategies. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain any FIVE benefits of environmental and social accounting to the organization. (10 Marks)
- b) Discuss the effects of globalization on economy, society and environment. (10 Marks)