

What is Corporate Social Responsibility (CSR)?

Worksheet

CSR is a self-regulating business model where companies integrate social, environmental, and ethical concerns into their operations and stakeholder relationships, going beyond legal obligations.

Questions

1. According to Carroll's CSR pyramid, which responsibility forms the base?

- A) Philanthropic
- B) Ethical
- C) Economic
- D) Legal

2. Which of these is an example of philanthropic CSR?

- A) Paying taxes on time
- B) Donating to disaster relief
- C) Following safety regulations
- D) Avoiding bribery

3. What does 'greenwashing' mean?

- A) Genuine environmental investment
- B) Misleading claims of eco-friendliness
- C) Legal environmental compliance
- D) Recycling factory waste

4. Why do many companies invest in CSR today?

- A) It's required by international law
- B) It guarantees higher stock prices
- C) It builds trust, reputation and long-term stakeholder value
- D) It replaces the need for profit

5. A clothing brand switches to recycled packaging and pays fair wages. Which CSR dimension does this mainly reflect?

6. A tech company donates 1% of profits to education charities. What type of CSR activity is this?

7. A factory meets all environmental laws but pollutes a river only slightly under the legal limit. Is this considered strong CSR?

8. Define: What is CSR?

9. Define: What are Carroll's four CSR responsibilities?

10. Define: Is CSR mandatory by law?

Answer Key

1. C) Economic - Economic responsibility (being profitable) is the foundation - a company must survive financially before it can meet other responsibilities.
2. B) Donating to disaster relief - Voluntary charitable giving is philanthropic responsibility, the top tier of the pyramid.
3. B) Misleading claims of eco-friendliness - Greenwashing is marketing spin that overstates a company's real environmental impact.
4. C) It builds trust, reputation and long-term stakeholder value - CSR is largely voluntary and driven by stakeholder trust and long-term value, not legal mandate or guaranteed stock gains.
5. This spans multiple layers of Carroll's pyramid. Fair wages = ethical + legal responsibility (treating workers justly, meeting labor law). Recycled packaging = ethical/environmental responsibility (reducing harm beyond legal minimums). Both build brand trust and long-term customer loyalty.
6. This is philanthropic responsibility - the top of Carroll's pyramid. It is voluntary and not legally required. It aims to improve society and enhance the company's reputation.
7. Meeting legal limits satisfies legal responsibility only. Strong CSR would go further - ethical responsibility means minimizing harm even when legally allowed. So this is minimal, not exemplary, CSR.
8. A company's voluntary commitment to ethical, social, and environmental responsibility beyond legal requirements.
9. Economic, legal, ethical, and philanthropic responsibility.
10. No - most CSR activity is voluntary, going beyond minimum legal compliance.

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