Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End-Term Examination, July 2020

Course: Corporate Social Responsibility   **Semester: 2**

Program: BBA (FT/FAS)   **Time: 3 Hours**

Course Code: GMHR1301   **Max. Marks: 100**

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

S. No.		Marks	CO
Q 1.	Explain how you will deal with ethical dilemma. Write a short story that depicts a moral dilemma one might encounter in the workplace.	20	CO3
Q2.	You are CEO of a textile company. How you would incorporate CSR and sustainability as a strategy for building your brand image?	20	C04
Q3.	"The objective function of a business is to maximize profits. It has nothing to do with the ethics and social responsibilities." Do you agree with this? Explain?	20	CO2
Q4	To what extent CSR practiced in India. Give examples. Do you think that Indian corporates adequately give back to the society compared to what they have received from it?	20	C03
Q5	This case discusses the rise and fall off Mr. X in a large investment banking company, Company X. It examines how Mr. X assumed the role of CEO of the company after the merger of the company with company Y and filled the company' s governing board with his loyalists. He was criticized for the way he handled people in the company as it led to high turnover of talented employees in the company. Company X was established in 1980 as an investment bank and after about five years, it reorganized as partnership firm. Its employees increased about six times in a short span of about eight years. It Later merged with company Y, brokerage, mutual fund and credit card company. The merged company was called XY and Mr. X became its CEO.	20	C04

He appointed his loyalists on the board of the company and his misdeeds were ignored by others. After about four years, the company faced many problems like falling share price, decreasing profits, ethical lapses and fines in crores of rupees.

In its 2015 annual report, there were many proceedings against the firm. Any influential former executives of the company, blamed Mr. X for these problems. They launched a media attack on him and wrote open letters against him.

They published an advertisement in a journal stating that the company faced the worst kind of crisis under under the chairmanship of Mr. X as its profits fell by 10-15 % compared to profits of the previous year.

One of the reasons for Mr. X's inefficiency in taking strategic decisions was that earlier in 2010 Mr. Y had recommended a merger with company Z. However, Mr. X felt that merger with company A would be more beneficial. This divisions of views led to no decision and Company Z ended up buying Company A. After about three years, the financial services industry in the country was facing a major consolidation phase but, when company X's board asked Mr. X about his plans, he had no clear plans to takeover of other firms.

Mr. X was under tremendous pressure from the stock market operators to quit as CEO due to poor financial performance of the company and fall in its stock price (it fell by 40% between 2013 and 2017). Analysts expressed that Mr. X's resignation would be beneficial for the company. Mr. X was under lot of pressure as the stock poorly performed and the company underperformed its peer group.

In 2018. the company announced that Mr. Y would join as CEO of the company replacing Mr. X. Mr. X had announced his retirement in 2018. Mr. Y's return was expected to stop the mass turnover of top management employees and other key executives at the company.

Questions

(A) Why could Mr. X not run his company Successfully?

(B) If you were Mr. Y, what factors you would have considered for ensuring good corporate governance?