Assignment 1

Due on 2018-06-14, 23:59:07.

1. With reference to the CSR, inventory, the responsibility to follow the stipulations of the Companies Act of India, would be more important from:
   a. The responsibility to make profits
   b. The responsibility to do good for the community

   Correct Answer: b.

2. With reference to the limitations of the legitimacy theory, unexpected occurrences affecting the organization’s reputation, are an example of:
   a. Legitimacy gap
   b. Legitimacy threat
   c. Vigilance regarding disclosure

   Correct Answer: a.

3. With reference to the limitations of the legitimacy theory, the difference between the dynamic nature of the expectations of the society in relation to the organizational objectives, may be termed as:
   a. Legitimacy gap
   b. Legitimacy threat
   c. Vigilance regarding disclosure

   Correct Answer: a.

4. With reference to the dimensions of the institutional theory of CSR, the act of initiating successful practices of CSR followed by other players in the industry, is known as:
   a. Coercive isomorphism
   b. Normative isomorphism
   c. Cognitive isomorphism

   Correct Answer: a.

5. With reference to the dimensions of the institutional theory of CSR, the act of doing good just like everyone else, is termed as:
   a. Coercive isomorphism
   b. Normative isomorphism
   c. Cognitive isomorphism

   Correct Answer: b.

6. A new inexpensive cell phone is introduced in the market that has voice recognition software that can recognize and act on the local dialect and language. However, the phones does not have the rest of smart phone capabilities like a touch screen or access to various applications. The local-telephone owners and other frontline services providers are beginning to prefer this cell phone over the more popular varieties of phones. This is an example of:
   a. Cause-related marketing
   b. Disruptive innovation
   c. Bottom of pyramid services

   Correct Answer: b.

7. With reference to the antecedents of CSR at the national level, promotion of social cohesion and social partnership between different strata of society and marginalized groups, is an example of:
   a. Mental motives
   b. Instrumental motives
   c. Relational motives

   Correct Answer: a.

8. With reference to the antecedents of CSR at the national level, promotion of international competitiveness, is an example of:
   a. Mental motives
   b. Instrumental motives
   c. Relational motives

   Correct Answer: b.