

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.S.W. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - IV

24PSWET4A05 - Sustainability & CSR

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. Define sustainability in CSR context.
2. What are the key metrics for assessing business decisions related to sustainability?
3. How do complex systems thinking contribute to solving sustainability challenges in CSR?
4. What are the main components of a sustainability transition in a business organization?
5. Identify one emerging trend in sustainable business practices.
6. Describe one difficulty businesses face when trying to be ethical.
7. How can businesses integrate societal impact into their decision-making process?
8. What are the fundamental principles of corporate communications?
9. Why is internal communication important for an organization?
10. Name one key challenge in crisis communications.
11. What is the role of public relations in external corporate communications?
12. Define crisis communication.

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Explain the concept of sustainability in CSR and discuss its importance in the modern business environment.
14. Identify and evaluate different strategies that businesses can use to transition towards sustainability, providing real-world examples.

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15. Throw light on the emerging trends of CSR in the context of sustainability.
16. Analyze the challenges and best practices in internal communication within an organization.
17. Explain the role of crisis communication in maintaining a company's reputation.
18. Discuss the ethical issues faced by organizations in corporate communications.
