TRƯỜNG ĐẠI HỌC VĂN LANG

**KHOA: Quản trị kinh doanh**

**ĐỀ THI VÀ ĐÁP ÁN ĐỀ THI KẾT THÚC HỌC PHẦN**

**Học kỳ 3, năm học 2021 – 2022**

Mã học phần: Corporate Social Responsibility and Business Ethics

Tên học phần: Trách nhiệm xã hội của doanh nghiệp và đạo đức kinh doanh

Mã nhóm lớp học phần: 213\_7QT0220\_01

Thời gian làm bài (phút/ngày): 90 phút

Hình thức thi: **Trắc nghiệm kết hợp tự luận**

**ĐỀ THI (ĐỀ 2)**

**Part I/ Multiple choice questions**

Question 1: When considering whether or not a company should engage in CSR, it is important to look at the company values. Some companies believe providing a return to shareholders is the sole purpose for the existence of the business. In these companies, believers in CSR will best convince company non-believers with which of the following arguments?

**A**. CSR initiatives, for example reducing the company’s environmental footprint, is shown to reduce costs and add to the bottom line.

**B**. We can use CSR to build a stronger relationship with our customers

**C**. It is simply the right thing to do

**D.** CSR is the new trend, in order to keep up in business, we must implement a CSR plan

ANSWER: A

Question 2: According to the Economic Pyramid Model, which market could be considered the place for “reverse-innovation”?

**A**. Bottom of the Pyramid (poor people)

**B**. Middle of the Pyramid (middle-income class people)

**C.** Top of the Pyramid (wealthy people)

**D**. None of the above

ANSWER: A

Question 3: Which following is not one feature that promotes strategic corporate social responsibility?

**A**. Companies emphasize short-term benefits

**B**. Top management should support strategic corporate social responsibility

**C.** All stakeholders should be responsible to ensure strategic corporate social responsibility to be effectively implemented

**D**. Corporate social responsibility activities are integrated into daily operation

ANSWER: A

Question 4: Business ethics refers to:

**A**. Principles and standards that guide behavior in the business world

**B**. Companies refraining from forming monopolies or restricting competition in any way

**C.** Regulations and laws that guide companies in their business decisions

**D**. Unique industry and professional factors that influence employees

ANSWER: A

Question 5: Coca-Cola, Kraft and other food and beverage companies have been accused of contributing to child obesity in the developed world. This is more likely to be an example of which pressure enforcing strategic corporate social responsibility?

**A**. Pressure from the majority

**B**. Pressure from sustainable trends

**C.** Pressure from globalization

**D**. Pressure from mass media

ANSWER: A

Question 6: Minimum responsibility primarily involves

**A.** Addressing the compliance concerns of stakeholders in regards to legal and economic matters

**B.** Incorporating efforts in such a way as to benefit all stakeholders of the company

**C.** Fulfilling social responsibilities including legal and ethical guidelines

**D** Trying to maximize stockholder wealth

ANSWER: A

Question 7: Which following is not a sustainable trend?

**A. Mass production**

**B**. Zero-footprint production

**C**. Industrial-wide sustainable product index

**D**. Green material using production

ANSWER: A

Question 8: After poor service, the second top reason customers gave for avoiding or refusing to buy from certain companies was---------?

**A** Business conduct

**B** Negative word of mouth

**C** High price

**D** Poor branding

ANSWER: A

Question 9: Why does mass media and communication technology development could be a pressure for strategic corporate social responsibility?

**A**. Because this technology is changing how stakeholders interact with firms

**B**. Because stakeholders can use this technology to spread good news about the companies

**C.** Because they can increase efficiencies and market-test products

**D**. Because companies could use viral marketing to advertise their products

ANSWER: A

Question 10: Providing day-care centers to employees is an example of which of Carroll’s responsibilities?

**A**. discretionary

**B.** legal

**C**. ethical

**D.** economic

ANSWER: A

Question 11: Which is the sustainable development goal of the United Nation?

**A**. All provided answers are correct

**B**. Responsible consumption and production

**C.** Decent work and economic growth

**D.** No poverty

ANSWER: A

Question 12: Which of the following is NOT an example of a company’s sustainability efforts?

**A**. Ensuring products come from fair labor areas

**B**. Encouraging employees to carpool to work

**C.** Implementing recycling programs in its offices

**D**. Installing timer lights to save electricity

ANSWER: A

Question 13: Vedan Vietnam and Formosa Vung Ang are examples of which problem that companies need to care about in their corporate social responsibility agenda?

**A**. Waste management

**B.** Low labor cost

**C.** Working condition

**D.** Responsible consumption

ANSWER: A

Question 14: All of the following are considered secondary stakeholders EXCEPT?

**A**. Suppliers

**B.** Competitors

**C**. Governments

**D.** Activists

ANSWER: A

Question 15: Which would be arguments for the opinion that strategic corporate social responsibility is a good business model?

**A.** It creates ethical standard, moral awareness, and values for organizations

**B**. It helps to increase brand loyalty

**C**. It helps to attract more investment

**D**. None of the above is correct

ANSWER: A

Question 16: The first step in stakeholder analysis is to --------------?

**A.** Identify primary stakeholders

**B.** Identify the stakeholders with an indirect stake in the corporation

**C.** Monitor what all the stakeholders want

**D**. identify the influence of each stakeholder group

ANSWER: A

Question 17: To implement strategic corporate social responsibility, how many main categories need to consider?

**A.** 3

**B.** 6

**C.** 4

**D**. 5

ANSWER: A

Question 18: For what reason, non-governmental organizations and non-profit organizations could effectively assist local government to tackle problem of poverty?

**A. As they have accumulated a great of knowledge and know-how for poverty reduction**

**B**. As they have strong financial background

**C.** As they come from developed countries

**D**. As they have good will to help the poor.

ANSWER: A

Question 19: Why multinational corporations (MNCs) are important in least-developed countries?

**A**. All provided reasons are correct.

**B**. MNCs exercise procurement, production, and sales in these countries

**C.** MNCs’ social influence can be at the world level

**D.** MNCs are expected to enhance the standard of living in these countries

ANSWER: A

Question 20: Society generally expects firms to work with employees and the company to plan for layoffs. This is an example of which of Carroll’s responsibilities?

**A**. ethical

**B**. legal

**C.** economic

**D**. discretionary

ANSWER: A

**Part II/ Essay Questions**

**Question 1: (2 scores)**

To identify which stakeholder should be prioritized, we need to understand (1) Five stages in one organization regarding its attitude to corporate social responsibility and (2) Four levels in intensity of corporate social responsibility needs for that company.

Briefly describe five stages in one organization regarding its attitude to corporate social responsibility.

**Question 2: (3 scores)**

Read the case below and answer the corresponding questions.

**Employee Volunteer Programs Worldwide**

 When companies ask for a “bottom line” benefit for implementing a comprehensive CSR perspective, employee volunteer programs deliver: Today, more corporations are turning to hands-on volunteer projects to get their people motivated and working as a team. In many cases, participants say such activities help them forge bonds that remain even after they return to the office. In terms of employee loyalty and retention, employee volunteer programs revitalize employees. Such programs expose employees to a new environment away from their everyday position, allowing them to feel pride in their company and its standing within the community while also leading to the development of new skill sets: Marc Benioff, CEO of Salesforce.com, promotes what he calls “the 1 percent solution”: 1 percent of the company’s equity, 1 percent of its profits, and 1 percent of its employees’ paid work hours are devoted to philanthropy.

 U.S. software maker SAS, which for six years has been among the Top 20 in Fortune’s annual list of the 100 best companies to work for, offers a volunteer initiative that lets employees use flexible schedules to take paid time off for projects in the community, or even work in teams with their managers on a volunteer effort during business hours.

**Employee Volunteer Programs.**

 Increasingly, firms are recognizing the benefits of employee volunteer programs and are prepared to dedicate increasing amounts of resources to ensure their success:

*Accenture*: Loans employees to non-profits at discount rates.

*Cisco Systems*: Places employees with education-related organizations for a year, at full salary.

*Bain & Co.*: Supports employees who volunteer with local organizations, and pays for their time on full-time consulting projects.

*Pfizer-Pairs:* Employees with health-related organizations to help with research and training.

*Wells Fargo*: Pays employees to work with a school for as many as four months.

 In addition, AstraZeneca, HSBC, and KPMG all have dedicated employee volunteer programs in partnership with the United Kingdom’s Volunteer Service Overseas (VSO) organization. And, in response to the growing popularity of volunteer programs in the United Kingdom, the British government (Home Office) designated 2005 as the Year of the Volunteer. Timberland is committed to its Community Engagement employee volunteer program and reports the program’s results along with the quarterly financial reports it releases in its annual Corporate Social Responsibility Report. The company’s CEO, Jeffrey Swartz, inspired the volunteer program. Swartz saw the power the company possessed to evoke social change and also had the foresight to see the potential benefits this activism would bring.

 Timberland launched an in-house volunteer program in 1992, the Path of Service. Due to strong employee participation, the program expanded to 40 hours in 1997, where it remains today. Workers choose their own volunteer activities. Service can range from serving meals in a homeless shelter to coaching a Little League baseball team. Above all, the company wants to make it as easy as possible for workers to find a service program that matches their interests. It’s effective: more than 90% of Timberland workers take part in the Path of Service. The company added a service sabbatical program. Up to four employees each year are awarded three to six months of leave to work full time with a nonprofit organization of their choosing. The sabbatical comes with full pay and benefits, and participating employees return to their same job after completing their assignment. Although community well-being ranks high on Timberland’s agenda, the Path of Service is first and foremost an avenue for employee enrichment. “We believe that investing in our community begins by investing in our employees,” declares Swartz. In response to a survey conducted by Timberland to learn more about the reception of the plan among employees: 79% of employees agree with the statement: “Timberland’s commitment to community is genuine and not a public relations vehicle.” The survey also reveals that 89% of employees say community service is valuable to them, while 50% report that Timberland’s volunteer programs influenced their decision to work for the company. In general, research indicates that volunteerism at the workplace is a key driver for positive worker attitudes. One study finds that individuals who participate in employer-sponsored community activities are 30% more likely to want to continue working for that company and to help make it a success.

**Questions:**

**2.1.** What are some of the benefits to companies that operate a volunteer employee program stated in the case study? Do you agree that these benefits are likely to come from a volunteer program?

**2.2.** What would your reaction be if a firm you worked for had a volunteer program? Would you consider participating? Would it change your feelings about working for the firm and why?

**2.3.** How can companies encourage employees to participate in volunteer programs and avoid having employees feel that “by volunteering, they are potentially derailing their chances for a promotion because of the time they’ll spend out of the office”?

**Đáp án phần tự luận**

**Question 1**: Briefly describe five stages in one organization regarding its attitude to corporate social responsibility

Students should give relevant answers which aligns with the following stages:

1. Defense (avoid responsibilities) (0.2)

In the defensive stage, the company is often faced with unexpected criticism, usually from civil activists and the media but sometimes from direct stakeholders such as customers, employees, and investors. (0.2)

2. Obey (minimum responsibilities) (0.2)

At the compliance stage, it’s clear that a corporate policy must be established and observed, usually in ways that can be made visible to critics (“We ensure that we don’t do what we agreed not to do”).

Compliance is understood as a cost of doing business; it creates value by protecting the company’s reputation and reducing the risk of litigation. (0.2)

3. Manage (Integrate CSR into practices) (0.2)

At the managerial stage, the company realizes that it’s facing a long-term problem that cannot be swatted away with attempts at compliance or a public relations strategy.

The company will have to give managers of the core business responsibility for the problem and its solution. (0.2)

4. Strategic (embed CSR into strategic planning) (0.2)

A company at the strategic stage learns how realigning its strategy to address responsible business practices can give a leg up on the competition and contribute to the organization’s long-term success. (0.2)

5. Expand (promote CSR in the whole industry) (0.2)

In the final civil stage, companies promote collective action to address society’s concerns. Sometimes this is linked directly to strategy. (0.2)

**Question 2**:

**2.1.**

 Some of the benefits to companies that operate a volunteer employee program stated in the case study?: Increasing loyalty/ commitment/ feeling of proud/external training/enriching skills/ (for employees), strengthening relationships with communities, increasing brands (companies)… Each correct answer will get 0.25 scores.

Students with more than 3 answers get absolute score of this question, which is set at 0.75.

 Do you agree that these benefits are likely to come from a volunteer program?: Yes/No with reasons (0.25)

**2.2.**

 Answer for this question varies depending on each student.

What would your reaction be if a firm you worked for had a volunteer program? (0.25)

Would you consider participating? (0.25)

Would it change your feelings about working for the firm and **why**? (0.5)

**2.3.**

 How can companies encourage employees to participate in volunteer programs and avoid having employees feel that “by volunteering, they are potentially derailing their chances for a promotion because of the time they’ll spend out of the office”?

Answers for this question vary. Suggested answers are as follow but not limited to:

1. Communicate about promotion polies transparently and widely to the whole organization

2. Provide full salary for those who work voluntarily at community projects

3. Express support from top management to those activities explicitly

4. Rewarding such employees in front of other people in the company public events

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*Ngày biên soạn:* 28/07/2022

**Giảng viên biên soạn đề thi:**

**Nguyễn Như Ngọc**

*Ngày kiểm duyệt:*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:**

Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email:khaothivanlang@gmail.combao gồmfile word và file pdf (được đặt password trên 1 file nén/lần gửi) và nhắn tin password + họ tên GV gửi qua Số điện thoại Thầy Phan Nhất Linh (**0918.01.03.09**).