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L-I] Introduction To Corporate Social Responsibility

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* Long Answer Questions

Q1 Explain the meaning, defination, & importance of CSR?

→ CSR means that organaizations have moral, ethical & philantheropic responsibilities in addition to their responsibilities to earn a fair return for investors & comply with the law.
CSR is about business giving back to the society. This includes the activities of the organaization towards the society, stakeholders (Employees, consumers, government) & environment.

The defination by Mallen Baker "Corporate Social Respon-sibility (CSR) is how companies manage their business process to produce an overall positive impact on society.

The importance of CSR are as follows :-

i) In developing countries like India, a business can succeed only if industries maintain good relationshi-ps with all their stakeholders.

ii) Development that meets the present needs without compromising the ability of future generations to meet their own needs.

iii) If organaization maintain a good relationship with their stakeholders, it paves way to promotion of organai-zation, goodwill.

iv) CSR demonstrates that a business that an intrest in wider social issues, rather than those that impact profit margins.

v) CSR helps to improve the public image of the company, to get an advantage over competitors etc.

vi) CSR blends the objectives of social development & enviro-nment protection through ethical efforts.

Q2 Explain the relation between CSR & Corporate governance

→ CSR & Corporate governance

* CSR is a business approach that contributes to sustainable development by delivering economic, social & environmental, benefits for all stakeholders.

* Corporate governance is the system of rules, practices & process by which is directed & controled.

1. Being a good corporate citizen means that companies have to be internally well-governed & externally responsible.

2. Unless corporates practices good governance they are unlikely to have a social consciness & hence the first step towards CSR through practicing the art of effective C.G.

3. On the ethical practices in the business & responsiveness of an organaization to its stakeholders & the environment which it operates.

4. Corporate Governance & CSR result in better image of an organaization & directly affect the performance of an organaization.

5. CSR is an expression of the commitement the corporate has with the society, environment in which it exist.

6. Corporate governence covers the processes & producers that employee must follow during business operations.

7. Good corporate governance & social responsibility help co-operations hold everything in a good balance.

Q3 Explain the Carroll's CSR model.

→ According to Carroll, CSR refers to a business's behaviour, that it's economically profitable, companies with the law is ethical & its socially supportive.

Carrolls CSR pyramid is a framework that explains how & why they should take socially responsibility. The pyramids base is profit.

The 4 components of Carroll's CSR Pyramid are as follows-

* Economic Responsibility

* Legal Responsibility

* Ethical Responsibility

* Philanthropic Responsibility

Q4 Discuss about the evolution of CSR in India?

→ CSR has been intersijnc to Indian culture since ancient times.

i) CSR has been informally practiced in ancient times in the form of charity to the poor & disadvantaged.

ii) Indian sculptures have also mentioned the importance of sharing one's earning with deprived section of society.

iii) The concept of trusteeship provided by Mahatma Gandhi said that "The rest of my wealth belong to the community & must be used for the welfare of the community.

iv) Even much before the issue become global concern, India was aware of corporate social responsibility

v) With the advent of the industrialist ~~revolution~~ families such as Tata's, Birla's & so on.

vi) CSR started reflecting in bigger business as they emerged.

vii) The evolution of CSR has been very intrinsic to the cultural development & evolution of Indian society.

Q5 Write short note

* Types of Corporate Philanthrophy

→ Meaning →

It can be understood as contributions by firm that benefit stakeholders & the Community, usually financial or in-kind donations to non-profit organaizations.

It is an act of co-ordination or business promoting the welfare of others, generally through charitable donations of funds or time.

Types of Corporate Philanthropy:

i) Matching Gifts:

Companies financially match donations that their employees make to non-profit organaization.

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ii) Volunteer Grants

Companies provide monetary grants to organizations where employees regularly volunteer

iii) Employee & board grant & stipends

Corporations award grant to employees & or public boards to donate to the non-profit of their chance

iv) Community Grants

Company programs award non-profit organization that apply for grants based on defined criteria

v) Volunteer Support Initiatives

Companies partner their employees with non-profit to provide specialized supports.

vi) Corporate Sponsorship

Companies provide financial support to a non-profit that return acknowledges that the events

vii) Corporate Scholarship

Corporation provide scholarship to ~~provide~~

universities on behalf of students seeking support to continue their studies & so on.

viii) Business Performance

As well as a strong brand reputation that attracts talent & increases sales.

Q6 Multiple Choice Questions

1) The notion of companies looking beyond profits to their role in society is generally termed as Corporate Social Responsibility.

2) Corporate Social Responsibility is about business giving back to society.

3) Corporate Governance is the system of rules, practices & process by which a company is directed & controlled.

4) Sustainable organizations are those that positively impact all stakeholders group & operates long term without degrading the ecological environment.

5) Stakeholders group range from clearly defined consumers, employee, suppliers, creditors, regulating authorities & other constitues such as local

communities & even more environment.

7) Charity is the act of extending love & kindness to other unconditionally.

8) The concept behind Philanthrophy involves making an effort to drive social change.

9) Philanthrophy involves finding a long-term solution to homelessness, rather than delivering temporary relief.

10) CSR & Corporate governance are two sides of the same coin.

11) Recycled product are an example of Economic responsibility in carroll's model.

12) Meeting regulations set by the food standards agency is an example of Legal responsibility in Carroll's model.

13) Fair working conditions for employee is an example of Ethical responsibility in carroll's model.

14) Nowadays corporate are treating CSR as a seprate entity & devote attention to it.

9

15) Today consumers are aware of the product & services & they accept goods, only if its not cause any harm to them.

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2.		Product Design.		

(2nd term)

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PRODUCTION AND OPERATION MANAGEMENT

* Subject teacher :- Dhanalaxmi mam.
* Year :- SYBBA
~~& Class~~

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ASSIGNMENT No :- 1

* **Questions :-**

Q1] What is Production Management? Explain its objectives.

Ans→

- **Meaning :-** "Production" management involves the step-by-step conversion of one form of materials into through chemical, mechanical or biological processing to create or enhance the utility the product or service.

- **Definition :-**

→ According to H. A. Harding, " Production management is concerned with those process which convert the put input into output.

→ The inputs are various resources like raw materials, raw, men, machines, methods, etc. and the outputs are goods and services.

* **The objectives of Production Management :-**

→ The objectives of the production function are classified are under.

1] Primary objectives

i) Manufacturing costs

ii) Product quality

iii] Manufacturing schedule.

2] Secondary objectives

- The intermediate goals can be spelled out as under :-

i) Machinery and equipment

ii) Materials

iii) Manpower

iv) Manufacturing services.

Q2] Describe the scope of Production Management.

Ans → The discipline of production management is related to decisions about production system which generate customer satisfaction at optimum costs.

• Some of these decisions are discussed below :-

a] Long Term decisions.

1] Product selection and Product Design

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• **Definition** :-
- Plant layout ideally involves the allocation of space and the arrangement of equipment in such a manner the overall operating costs are minimised.

* **The general objectives of Plant layout as follows** :-

1] facilitates Manufacturing Process

2] Inherent safety.

3] Length of flow

4] clarity of flow

5] staff comfort

6] Management coordination.

7] Accessibility

8] Use of space

9] Long term flexibility.

Q7] Explain the material flow pattern in an organisation.

Ans → flow of materials, the materials / inventory department should be easily accessible to the production line so maintain flow without and hindrances.

* <u>optimisation of material flow can have the following benefits :-</u>

1] optimisation of material flow can have.
(i) Improve Product Quality
(ii) Reduce purchase costs
(iii) Reduce freight
(iv) Improve customer statisfaction.
(v) Reduce Product costs.
(vi) Increases cash flow.

* Inventory solutions can help to train the following personal and help a company to reduce costs :-.
1] Materials Planners
2] Purchasing Pattern
3] Quality Assurance personnel
4] Inventory control apperance
5] Production Egnieers.
6] Materials Management Professionals.

1] Determine the Aggregate Requirement of finished product.

2] Determine the Net Requirements of finished Products.

3] Beveloping a Master Production Schedule.

4] Exploading the bill of Materials and Determine the Gross Requirements.

5] screen out 'B' and 'c' category of item.

6] Determine the Net Requirement of Items.

7] Adjust Requirements for Scrap Allowence.

8] Scheduled Planned orders.

9] Aggregate Requirements and Determine order Quantities.

10] Write and place the planned orders.

11] Maintain the schedules.

Q.8] Write short note :-

- Reapeted ans, 1 to 6.

Good
19/4/23

I N D E X

F.Y BBA

NAME : Abhinav. A. Kumar STD.: BBA SEC.: 1 yr ROLL NO.: SUB.: POM

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		Assingment - 5		CAP

S. M. B. P. COLLEGE YERWADA PUNE

L-1] CONCEPT OF FUNCTION OF MARKET

* The earlier defination of marketing emphasis the flow goods from the seller to the buyer. In this traditional sense into 'Marketing' consist of such efforts as effect the transfer in ownership of goods & their physical distribution.

* Defination

① Accord. The American Marketing Association "Marketing is the performance of business activity that directs the flow of goods & services from the producer to the consumer".

② Paul Mazar "Marketing is the creation & delivery of standard of living to society".

* Objectives of Marketing

① Customer Objective
② Company Objective
③ Social Objective.

* Elements of Marketing / Components of Marketing.

① The Offer
② The Market
③ The System
④ The Forces.

* Importance of Marketing / Advantages / Benefits / Significance / Relevance of Marketing.

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① Benefits accruing to the manufacturer / Individual firm
② Benefits accruing to the society.

* Benefits accruing to the Individual firm.

A) Helpful in earning & increasing profits.

B) Marketing is helpful in business planning & decision making.

C) Marketing is the source of new ideas.

D) Marketing Places the goods in the hands of the ultimate consumer.

* Benefits accruing to the society.

A) Marketing is instrumental in improving the standard of living of the society.

B) It provides employment

C) Marketing Stabilizes the economic conditions.

D) Marketing increases 'National Income'

Date 28/04/2022

Assingments-1

Q1 Define marketing? What are the objectives of marketing?

→ Accord. Paul Mazur "Marketing is the creation & delivery of a standard of living to society".

The objectives of marketing are as follows:-

A) The objective of customer satisfaction
B) The objective of reasonable profit to the company
C) The objective of Social good

Q2 What is marketing? Explain the importance of the marketing?

→ Marketing is the transfer in ownership of goods & their physical distribution or the flow of goods from the seller to the buyer.

The importance of marketing are of 2 types ie:-

1. Benefit accruing to the manufacturer/Individual firm -

A) Helpful in earning & increasing profit.

B) Marketing is helpful in business planning & decision making.

C) Marketing is a source of new ideas-

D) Marketing places the goods in the hands of the ultimate consumer.

② Benefits accruing to the society -

A) Marketing is instrumental in improving the standards

B) It provides employment

C) Marketing stabilises the economic conditions

D) Marketing increases 'National Income'.

Q3 Write short notes on -

A) Buying & Assembling

Buying is one of the important functions of marketing. It is the first steps in the process of marketing. A manufacturer desirous of manufacturing any product will have to first buy the raw material of the required quality & quantity in order to efficiently operate his factory.

Assembling is an aid to the function of buying. Once the purchase contract is entered into with the various suppliers, purchases are made from them. All these purchases have to be collected in one central place under the control of the buyer. This known as Assembling.

B) Storage

Storage creates time utility. It preserves the goods at the point of consumption till that point of time when they are required. Production will bear fruit only if the produced commodities are available at the point of consumption at the right time. Storage becomes necessary function because of some following reasons.

i) The production of some commodities like food products are seasonal, but they are demanded throughout the year.

ii) Sometimes goods are stored in order to take advantage of an expected rise in the price of goods in the future.

The ~~storaction~~ of storage is performed through ware-housing. A warehouse is a place where the goods are stored.

C) Branding, Packaging & Labeling

Branding is an activity that includes giving a name & identification to a product. Branding includes activities like giving the product a brand name, a brand mark & also popularaising the product.

Branding gives an identy to the product.

Packaging: It is the external wrapper or container of the product. Packaging may be defined as the general group of activities which involves designing & producing the container or wrapper for a product. A good packaging protects the product provides convinience to the customer, increases economy & communicates information about the product. A package protects the product against deterioration, preserves the freshness & flavour of the product, protects against the changes due to climatic conditions etc. Good packaging also helps in inventory control.

Labelling

A label is a small slip on the product which gives information regarding the nature contents, price, batch no, ownership etc. of the product. A label is a medium through which the manufacturer gives necessary information to the consumer used of the product. The label is usually affixed on the package. A label plays an important role in making the packaging & branding function meaningful & hence these three functions are closely related.

D) Advertising - The American Marketing Association has defined advertising as "Any paid form of non-personal presentation & ~~inf~~ information of ideas, goods & services by an identified sponsor."

* Notes

* Various Approaches of Marketing

① Production Oriented Concept
② Sales Oriented Concept
③ Consumer Oriented Concept
④ Socially Oriented Concept / Marketing Concept.

Pawan
4.05.2022