ST MARY’S UNIVERSITY

TWICKENHAM, LONDON

BA/BA(ITT)/BSc Degree Examination students registered for

Level **SIX**

Title: **Corporate Governance and Social Responsibility**

Code: **MGT6013**

Semester: **ONE**

Date: **9th January, 2020**

Time: **9:30am – 11:30am**

TIME ALLOWED: **TWO HOURS**

Answer **THREE** questions in the booklet provided.

All questions carry equal marks

(*Include examples in your answers where appropriate)*

1. Evaluate the influence of stakeholder theory and agency theory on the design of corporate governance arrangements.
2. ‘Loyalty can also be defined as a commitment to the true interests or goals of the organisation, in which case whistleblowers are often very loyal employees’ (Boatright J.R) Ethics and the conduct of Business 2009: pg 95)

Critically analyse Boatright’s assertion.

1. Critically review the purpose of company codes of ethics.
2. With reference to existing voluntary frameworks for reporting standards such as the Global Reporting Initiative (GRI) and AccountAbility 1000 (AA1000), evaluate how some corporations are now interpreting and communicating their corporate sustainability.
3. ‘At the social level, the main concern is with the aggregate social and cultural impacts of marketing communication on everyday life’ (Crane, A. & Matten, D. Business Ethics: Managing Corporate Citizenship and Sustainability in the age of Globalisation (2016): pg 345.)

In relation to corporate behaviour and responsibility, discuss the concerns and impacts referred to by Crane and Matten.

1. Analyse the concept of cause-based investment and include an evaluation of the main strategies currently available.
2. The ‘growth in the number, power and influence of CSOs represents one of the most important societal developments in the past twenty years, in terms of how the dynamics of public debates and government policies concerning corporate behaviour are changing’ (Yaziji and Doh, NGOs and Corporations: Conflict and Collaboration 2009: pg16)

With reference to Yaziji and Doh’s assertion, evaluate the role of civic society organisations (CSOs) for encouraging responsible business practices.

**END OF EXAMINATION**