# KENYATTA UNIVERSITY

**UNIVERSITY EXAMINATIONS 2010/2011**

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ENVIRONMENTAL STUDIES (COMMUNITY DEVELOPMENT)**

**ECD 418: INTELLECTUAL AND CORPORATE SOCIAL RESPONSIBILITY**

DATE: Friday, 3rd December, 2010 TIME: 8.00 a.m. – 10.00 a.m.

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**INSTRUCTIONS:**

Answer a total of **THREE** questions. Questions **ONE** is compulsory.

All mobile phones should be kept on silent mode and away.

Writing short notes on the question paper is prohibited.

1. a) Explain the relevance of the features of Corporate Social Responsibility in Community Development. (20 marks)

   b) Using practical examples explain the features of an intellectual you would consider socially responsible. (10 marks)

2. Briefly explain the key requirements of ISO 14000 series and how they fit into the CSR concept. (20 marks)

3. a) Outline the potential negative effects of large scale commercial sugarcane farming (7 marks)

   b) Suggest CSR options that would be appropriate to mitigate these effects (8 marks)

4. If you were to develop a CSR policy for Kenyatta University, explain the relevance of the areas you would focus on, including the responsible offices. (20 marks)

05. Why do you think profit and service institutions have not maximized CSR benefits to communities around their operation areas? (20 marks)