

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT**

BPSM 405: SOCIAL RESPONSIBILITY IN BUSINESS

STREAMS: BPSM (Y4S2)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTION:

**SECTION A – QUESTION ONE (COMPULSORY). ANSWER ANY OTHER TWO
QUESTIONS**

SECTION A

QUESTION ONE (COMPULSORY) – 30 MARKS

Standard chartered Nairobi marathon 2017

About seeing is believing

Seeing is Believing is the bank's global initiative aimed at tackling avoidable blindness and visual impairment. The bank collaborates with international agency for the Prevention of Blindness (IAPB) and leading eye care organizations and raises funds for investment in eye care projects that have long-term impact in areas of high need.

Standard Chartered has committed to raising USD100 million by 2020 for the programme through fundraising and bank investment. The bank commits to match all donations to the programme until the USD100 million target is met. In 2013, the bank further extended its support for eye health by committing USD20 million to advance the work of the queen Elizabeth Diamond Jubilee Trust in helping the elimination of avoidable blindness.

Since launching the programme globally in 2003, we have contributed to over 2.9 million cataract operations and surgical interventions, and treated 1.9 million people for river blindness. We have distributed over 500,000 pairs of spectacles and helped to train over 100,000 health workers. In total, we have reached over 45 million people through the provision of services to prevent and treat blindness, and educate communities about eye health. Standard Chartered is the largest cash based private sector donation programme into the global campaign to eliminate avoidable blindness.

In Kenya, though the Bank's largest sponsorship in Africa, the Standard Chartered Nairobi International Marathon, to date we have raised over one million dollars. Through the proceeds of the Nairobi marathon and in partnership with Christian Blind Mission, CBM, we sponsored cataract, glaucoma and trauma related surgeries for needy children under the age of nine at five hospitals country wide. The initiative has helped restore sight to over 4,500 children in Kenya through the hospitals.

In line with our commitment to support the communities we live and work, in 2013 the bank committed a further US\$5 million towards child eye care in east Africa, covering Kenya, Uganda and Tanzania. The four year program in partnership with the ministries of health and education in the three countries, the East Africa College for Ophthalmology together with two competent NGO consortiums led by Christian blind mission and Brien Holden Vision Institute.

The programme which targets children aged 0 to 15 years, takes a holistic view of child eye health looking at the whole child's needs: from building awareness and education of child eye health among families and communities; building and referral networks to identify and correctly diagnose children for problems (including within schools); to ensuring the clinical infrastructure and human resources are in place to treat children with blindness and visual impairment; and ensuring that children who cannot be medically or surgically treated are given support and educational opportunities.

The Seeing is Believing East Africa programme which aims to improve child health and reduce avoidable blindness among children in the region will also contribute to the attainment of millennium development goals 1, 2, 3 and 4.

The programme will indirectly benefit over 45 million children, the total estimated population of children in east Africa, through conducive changes in national policies, strengthening of national coordination and promoting child eye health. The provision of quality, child friendly and child centred eye health services in the catchment areas of the programme, anticipates servicing over 4 million children.

In Kenya the project is being implemented by two consortiums led by Christian blind mission (CBM) and international centre for eye care education (ICEE). The program will cover rift valley, Nyanza, Western, Coast ,Central and Eastern.

Seeing is Believing is our flagship community programme that tackles avoidable blindness and visual impairment. Seeing is Believing raises funds to eliminate avoidable blindness, resulting in increased opportunities for education and employment. Working with more than five community partners, we focus on the prevention and treatment of avoidable blindness and strive to embed long-term sustainability in each project.

Required:

1. (a) From a social responsibility perspective, what is your impression of standard chartered bank? Should it share responsibility for the projects for which its funds are used? [10 marks]
- (b) What do you think of standard chartered bank tactics to bring about C.S.R changes that it thinks are correct? [10 marks]
- (c) Explain how Standard Chartered will use the Marathon to grow its customer base? [10 marks]

SECTION B – ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

- (i) Discuss the strategic corporate social responsibility model [8 marks]
- (ii) What advantage does a CSR filter give to a company. [2 marks]
- (iii) If you were a C.E.O of a firm, explain if you would go about implementing the C.S.R filter, what form might it take? [5 marks]
- (iv) Discuss one company that is successfully implementing a C.S.R filter. [5 marks]

QUESTION THREE

- (a) Which argument do you favor-persuading a company to incorporate a corporate social responsibility perspective voluntarily or forcing them to change using legislation? Which of these two approaches is ideal? Which is more realistic? [10 marks]
- (b) Explain how the culture and context affect C.S.R throughout the firm. [10 marks]

QUESTION FOUR

- (a) Discuss the resources perspective. Identify a Kenyan firm and its core competency, show how it meets the three test proposed by Prahalad and Hamel that identify it as a source of sustainable competitive advantage. [10 marks]
- (b) Discuss the Porter's five competitive forces model, what are its implications for firms operating in the Kenyan market. [10 marks]
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