APPENDIX
QUESTIONNAIRE

Introduction letter

Dear Mr, Ms,

I, A S Nagalatha, a Research scholar in The Department Of Commerce, University Of Madras, undergoing a Ph.D Course. Currently I am studying CSR activities of large enterprises in Chennai. More specifically, the aim is to ascertain where relevant correlations exist between personal characteristics of the Manager and corporate social responsibility with respect to social and environmental topics. I perceive you as a prominent and successful Manager. That is why I want to ask you to participate in this research, which takes approximately 10 minutes. I want to thank you in advance for investing your time in this research and I promise that data are provided by you will be kept confidential processed with discretion. If desired, I will provide you some feedback on the result as soon as the research is completed.

Yours sincerely,

A.S Nagalatha, Research scholar,
University of Madras, Chennai

Part I

In this part of the questionnaire, the Statements are related to your personal value, in particular on Ethical Ideology. Please indicate to what extent you agree with the statements below, by applying the 5-point likert scale. It is important to express your personal opinion. Therefore, do not respond your position as Manager, but your personal points of view.


<table>
<thead>
<tr>
<th>S.No</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>NA/NDA</th>
<th>DA</th>
<th>SDA</th>
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<tbody>
<tr>
<td>1</td>
<td>A person should make certain that their actions never intentionally harm another even to a small degree.</td>
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<td>2</td>
<td>Risks to another should never be tolerated, irrespective of how small the risks might be.</td>
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<td>The existence of potential harm to others is always wrong, irrespective of the benefits to be gained.</td>
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<td>4</td>
<td>One should never psychologically or physically harm another person.</td>
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<td>5</td>
<td>One should not perform an action which might in any way threaten the dignity and welfare of another individual.</td>
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<td>If an action could harm an innocent, then it should not be done.</td>
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<td>7</td>
<td>If at some point of time, you are forced take some action by balancing the positive consequences of the act against the negative consequences of the act, is immoral.</td>
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<td>8</td>
<td>The dignity and welfare of people should be the most important concern in any society.</td>
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<td>It is never necessary to sacrifice the welfare of others.</td>
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<td>10</td>
<td>Moral actions are those which closely match ideals of the most &quot;perfect&quot; action.</td>
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<td>11</td>
<td>There are no ethical principles that are so important that they should be a part of any code of ethics.</td>
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<td>12</td>
<td>What is ethical varies from one situation and society to another.</td>
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<td>13</td>
<td>Moral standards should be seen as being individualistic, what one person considers to be moral may be immoral to other.</td>
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<td>14</td>
<td>Different types of moralities cannot be compared as to &quot;rightness.&quot;</td>
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<td>Questions of what is ethical for everyone can never be resolved since what is moral or immoral is up to the individual.</td>
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<td>16</td>
<td>Moral standards are simply personal rules which indicate how a person should behave, and are not to be applied in making judgments of others.</td>
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</table>
17 Ethical considerations in interpersonal relations are so complex that individuals should be allowed to formulate their own individual codes.

18 Rigidly codifying an ethical position that prevents certain types of actions could stand in the way of better human relations and adjustment.

19 No rule concerning lying can be formulated; whether a lie is permissible or not permissible totally depends upon the situation.

20 Whether a lie is judged to be moral or immoral depends upon the circumstances surrounding the action.

Part II

It consist of social responsibility attitude of Managers in this research, the attitude of Manager on for and against on CSR activities. Please indicate to what extent you agree with the statements below using 5-point likert scale ranging from “strongly agree” to “strongly disagree”.

Here SA –strongly agree, A- Agree, NA/NDA- neither agree nor disagree, DA-disagree, SDA- strongly disagree

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<tr>
<th>S.NO</th>
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<tbody>
<tr>
<td>1</td>
<td>Business is solely responsible for making a profit so long as it acts legally, without being concerned about social problems.</td>
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<td>Business is responsible for making a profit and helping to solve just those social problems it has created.</td>
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<td>Business should help to solve social problems of their own making or not, so long as there is some profit potential in it.</td>
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<td>Business should help to solve social problems of their own making or not, even if there is no profit potential in doing so.</td>
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<td>Business should help to solve social problems of their own making or not, even if doing so reduces their profit.</td>
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<td>If business is more socially responsible it will discourage additional regulation by the government.</td>
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<td>Involvement by business in improving its community's quality of life will also improve long-run profitability.</td>
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<td>Other social institutions have failed in solving social problems so business should try</td>
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<td>Long-run success of business depends on its ability to understand that it is part of a larger society and to behave accordingly.</td>
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<td>The idea of social responsibility is to balance corporate power and discourage irresponsible behavior.</td>
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<td>Since businesses have such a substantial amount of society's managerial and financial resources they should be expected to solve social problems.</td>
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<td>If business delays dealing with social problems now, it may find itself increasingly occupied with bigger social issues later such that it will be unable to perform its primary business tasks.</td>
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<td>A business that wishes to capture a favorable public image will have to show that it is socially responsible.</td>
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<td>Social problems can some times be solved in ways that produce profits from the problem’s solution.</td>
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<td>Society expects business to help solve problems as well as to produce goods and services efficiently.</td>
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<td>Business leaders are trained to manage</td>
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<td>17</td>
<td>If social programs add to business costs it will make business uncompetitive, especially in the international arena.</td>
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<td>18</td>
<td>Business is most socially responsive when it attends strictly to its economic interests and leaves it to others to solve social problems.</td>
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<td>It is unwise to encourage business in social programs when there is no direct way to hold it accountable for its actions.</td>
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<td>20</td>
<td>The general public will bear the costs of business social involvement because business will pass these costs along in their pricing structure.</td>
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<td>21</td>
<td>A business that ignores social responsibility can obtain a competitive advantage over a business that does not.</td>
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<td>22</td>
<td>Involvement in social responsibility programs threatens business by diverting time and money away from its primary business purpose.</td>
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<td>Business already may have too much social power and should not engage in social programs that might give it reason for creating image out of it.</td>
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<td>24</td>
<td>Social problems may be made worse because businesses will participate in solving them more in prosperous economic times than in recession.</td>
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Part III This part consist of CSR practices under taken by your firm.

Area of CSR practices:

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<tr>
<th>S.No</th>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>1</td>
<td>Contribution to Medial aids and facility</td>
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<td>2</td>
<td>Responsive to consumer’s complaints</td>
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<td>3</td>
<td>Contribution to eradication of poverty and hunger</td>
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<td>4</td>
<td>Ensuring product safety</td>
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<td>5</td>
<td>Promotion of women – based micro enterprises</td>
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<td>6</td>
<td>Provide contribution for game and sports</td>
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<td>7</td>
<td>Contributions to culture and literary works</td>
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<td>8</td>
<td>Promotion of sustainable practices</td>
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<td>9</td>
<td>Contribution to educational institutions</td>
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<td>10</td>
<td>Provision loan for low income housing</td>
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<td>11</td>
<td>Provide loans to small enterprise</td>
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<td>12</td>
<td>Contribution for public amenities ( e.g. bus stop shades)</td>
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<td>13</td>
<td>Contribution to crime prevention</td>
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<td>14</td>
<td>Environmental safety measure</td>
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<td>15</td>
<td>Solid Waste management</td>
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Part IV

This part consists of your financial allocation to CSR practices. Please indicate to what extent you agree with the statement below, by applying the 5- point likert scale. Here SA – strongly agree, A- Agree, NA/NDA- neither agree nor disagree, DA- disagree, SDA- strongly disagree.

<table>
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<tr>
<th>S. No</th>
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<tbody>
<tr>
<td>1</td>
<td>Have annual budget allocation to CSR programs.</td>
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<td>We have a department in responsible for CSR activities.</td>
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<td>3</td>
<td>Organization provides timely allocation when ever need arises for CSR activities.</td>
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<td>Sources are not sufficient to do CSR activities.</td>
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<td>5</td>
<td>Our firm is ready to spend 2% of profit for CSR activities</td>
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Part V

Your personal and company details. Please provide tick mark in relevant to you.

1. Gender : ( ) Male     ( ) Female
2. Age : ( )Below 30   ( )30 - 35   ( )35-40    ( )40 -45    ( ) 45 Above
3. Educational qualification :
   ( ) Higher education bachelor degree ( ) Higher education, master degree
   ( ) professional
4. Experience: ( ) below 10 yrs ( ) 10 – 15 yrs ( )16-20 yrs ( ) above 20yrs
5. Monthly Income level: ( ) below 50,000 ( ) 50,000-1,00,000 ( ) 1,00,000 – 1,50,000
   ( ) 1,50,000- 2,00,000 ( ) 2,00,000 – 2,50,000 ( )2,50,000 above
   ( ) IT and service oriented ( ) financial institution
7. Nature of ownership ( )MNC ( ) Indian public firm ( ) Indian private firm
8. Company ( ) 100 crores ( ) 100 – 200 crores ( ) 200 – 300 crores
   Turnover in annum: ( ) 300 -400 crores ( ) 400– 500 crores ( ) 500 crores above
9. Designation:
10. Feel free to make some remarks: -----------------------------------------------
    -----------------------------------------------
11. Name of your corporate (optional- if you are willing to mention)
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Thank you for your cooperation....