2012 HIGHER SCHOOL CERTIFICATE EXAMINATION
Business Studies

Section II

40 marks
Attempt Questions 21-24
Allow about 1 hour and 15 minutes for this section

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 21 (8 marks)

(a) How might a business benefit when an operations manager acts in an ethically and socially responsible manner? Support your answer with relevant examples.

Business’s might benefit when operations manager acts in ethical & social manners because consumers will react & feel more active with the business gaining consumer relationships.

(b) Why might a business be resistant to meeting its corporate social responsibilities?

A business may be resistant to meeting its corporate social responsibilities if they feel they do not agree or meet with the proposed standards.