

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. 4

Acting in a ethically and socially responsible way attracts respect from a business's customers, therefore increasing sales, therefore profit for the business. For example the modern contemporary approach for business to become environmentally friendly throughout their operations processes is thought highly of among consumers.

- (b) Why might a business be resistant to meeting its corporate social responsibilities? 4

In order to comply with its corporate and social responsibilities a business maybe required to spend ^{a fraction} their profit on community projects such as new sporting gear for a local sports team. However, by doing this, the business' money invested into the community gains respect and appreciation, possibly turning into higher profit in sales for the business.