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.

The business will benefit in the following ways:

- Improve its reputation as being environmentally and socially responsible.
- Increase customer loyalty and satisfaction.
- Enhance the relationship with employees and stakeholders.
- Foster a positive attitude of interdependence.
- Ensure fair treatment and high standards of performance.

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

Businesses may be reluctant to meeting its corporate social responsibilities because it can:

- Be time-consuming and a distraction to the business.
- Deter some business growth and social responsibility initiatives.
- Be a financial burden.
- However, the responsibility is crucial for a business to be successful.
- The reluctance, however, can be due to a relationship among the employees and management.