

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

For any business to achieve any widespread or large-scale success, it must achieve a good name within a community, either through being socially responsible, creating quality products, or both. An ethically responsible operations manager should ensure ^{transformational} processes are being run smoothly, and should stress a high quality product. The product should also benefit the community. For example, Mcafé has recently switched to Canforest allbone coffee beans, which is sponsored by a fair-trade company

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

A business who takes on a corporate social responsible approach aims to achieve goodwill within a community by becoming active within its community and supporting its occupants. This often involves costs, however, and the return may not always be as profitable as the business would hope. Once a business does become corporate and socially responsible, they must also continue to do so to achieve any real effect.