

## 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

Businesses who operate in an ethically and socially responsible manner will save material and expenses as products will be recycled. Furthermore, most importantly consumers will see that <sup>the</sup> business values its environment and this will appeal customers and consequently sales. This also prevents Government from applying penalties for the damages.

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

Businesses would be resistant to meeting its corporate social responsibilities as it might mean changing the orientation of its operation which can be a cost of time and money. Also, the fear of meeting its responsible could lead to lost of customers and potential profit and contribute to a downfall of a business operations.