

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 an ethically and socially responsible manner enables the brand to have a good reputation, and that they are not exploiting child labour and/or damaging the environment. Customers are more cautious of whether businesses undertake these practices and determines whether they want to buy it eg. the Body shop uses environmentally friendly products and do not test their products on animals.

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

Business' objectives and CSR can often be in conflict with one another. Therefore businesses must consider whether it is essential to maintain profit and increase market share and sacrificing CSR or compromising to have both. For a business to be successful in both, they must consider reducing their objectives and spend some of their money for environmentally friendly products and helping community projects.