

2012 HIGHER SCHOOL CERTIFICATE EXAMINATION
Business Studies

2012 HSC - Business Studies
Band 5/6
Sample 2 Question 21

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

Ethical and social responsibility refers to a business going beyond legal requirements to improve their interaction with the environment and community at large. When an operations manager acts ethically and responsibly in the operations process, for example minimising waste or implementing the use of safe or unarming products, this will reflect well on the company's reputation and may attract more customers. ~~Eg. when Mattel's Barbie's heads used polystyrene~~ Eg. Qantas Airbus A350-900 use less fuel + attract customers as they are seen as an ethical company.

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

Corporate social responsibilities involve going beyond the minimum legal requirements so a business can be perceived in a more positive way. A business might be resistant to meeting corporate social responsibilities, as it often requires significant financial commitment, as well as the commitment of time, and may require a business to overhaul an aspect of its activities.