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 overall outlook of the business would improve along with its image. The business would be seen as a ‘people’s’ business doing what is right for the community. For example, "Wrigley" soda is always produced without the use of child labour, therefore can be seen to be doing what is socially right, as well as morally I would correct.

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

A business may be resistant to meeting its CSR policies because of the cost it bears or to gain an unfair advantage in the market. By acting contrary to the legal requirements, a business does not go the extra distance in providing later social, environmental and ethical assistance to the community. It may be due to excess cost likewise if a business does not act within its legal responsibilities, it may have to gain that donations in a market.