

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

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, 'Mitre' soccer balls are produced without the use of child labour. Therefore can be seen to be doing what is socially right, as well as ethically & morally correct.

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

A business may be resistant to meeting its CSR policies because of the cost it faces, or to gain an unfair advantage in the market. By acting ONLY to the legal requirements, a business does not go 'the extra distance' in providing further social, environmental & ethical assistance to the community. This may be due to excess cost. Likewise if a business doesn't act within their legal responsibilities, it may be to gain that advantage in the market.