

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

Business's might benefit when operations manager acts in ethical & social manners because consumers will react & feel more active with the business gaining consumer relationships.

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

A Business may be resistant to meeting its corporate social responsibilities if they feel they do not agree or meet with the proposed standards.