

Write your name here

Surname

Other names

**Edexcel
Principal Learning**

Centre Number

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Candidate Number

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Business, Administration and Finance

Level 3

Unit 9: Corporate Social Responsibility

Wednesday 16 June 2010 – Morning

Time: 1 hour

Paper Reference

BA309/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 40.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Turn over ►

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Questions 1 to 5 must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Which **one** of the following statements is the best definition of corporate social responsibility (CSR)?

A	A commitment to minimise pollution during the production process	<input type="checkbox"/>
B	A commitment to reduce the amount of waste a business produces	<input type="checkbox"/>
C	A commitment to integrate social and environmental concerns into an organisation's business practices	<input type="checkbox"/>
D	A commitment to ensure there are sufficient resources left for future generations	<input type="checkbox"/>

(Total for Question 1 = 1 mark)

2 Which **one** of the following is a valid reason for an organisation to adopt a corporate socially responsible position?

A	It will result in lower costs	<input type="checkbox"/>
B	To improve its cash flow	<input type="checkbox"/>
C	To gain higher revenues from consumers who are concerned about social issues	<input type="checkbox"/>
D	To allow CSR employers to benefit from increased productivity	<input type="checkbox"/>

(Total for Question 2 = 1 mark)

3 Which **one** of the following stakeholder issues is a CSR business **least likely** to be concerned with?

A	Maximising shareholder returns	<input type="checkbox"/>
B	Minimising the impact of its operations on the local community	<input type="checkbox"/>
C	Meeting employee needs	<input type="checkbox"/>
D	Reducing its carbon footprint	<input type="checkbox"/>

(Total for Question 3 = 1 mark)



4 Which **one** of the following is **most likely** to result from adopting CSR policies?

A	Increased labour turnover	<input type="checkbox"/>
B	Lower direct wage costs	<input type="checkbox"/>
C	Decreased customer loyalty	<input type="checkbox"/>
D	Less intervention from external bodies	<input type="checkbox"/>

(Total for Question 4 = 1 mark)

5 Ethical advertising is one form of socially responsible business practice.

Which **one** of the following could be an example of ethical advertising?

A	Keeping less advantageous product features out of an advertisement	<input type="checkbox"/>
B	Advertising fair trade products at higher prices	<input type="checkbox"/>
C	Specifically targeting adverts at children to increase sales	<input type="checkbox"/>
D	Using ambiguous advertising for a range of products with high fat content	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



6 Read the information below and then answer the questions that follow

Toyota is a well-known global car manufacturer operating in a highly competitive market. Toyota has a CSR policy which includes waste management, recycling, minimising its carbon footprint.

Figure 1 is adapted from information given in the corporate and social responsibility section of its website.

**FIGURE 1 HAS BEEN REMOVED
FOR COPYRIGHT PURPOSES**

Figure 1



(a) Using the information in Figure 1, identify and explain **one** reason why **sustainability** is important to a company such as Toyota.

(3)

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(b) Using Figure 1, examine **one** reason why each of the following is part of Toyota's CSR policy.

(i) 'Relations with employees'

(4)

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(ii) 'Relations with customers'

(4)

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(c) Through its 'Global Society/Local Communities' initiatives, Toyota is trying to improve traffic safety. It is implementing many innovative designs, such as collision avoidance systems, automatic braking systems and all-round airbags.

Assess how the introduction of these designs helps Toyota achieve both aims of being a good corporate citizen **and** maximising shareholder return.

(8)

A series of horizontal dotted lines intended for writing the answer to the question above.



H 3 7 9 3 5 A 0 7 1 2

(d) Justify **one** reason for Toyota's continued investment in CSR practises during an economic downturn.

(4)

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(Total for Question 6 = 23 marks)



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7 (a) Toyota has been recognised by a number of external bodies, e.g. Investors in People (IiP).

Justify the reasons why Toyota might seek such recognition.

(8)

A series of horizontal dotted lines provided for writing the answer.



(b) Toyota encourages its staff to be involved in local schools and colleges.

Justify **one** reason why Toyota shareholders may have concerns about such activities.

(4)

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(Total for Question 7 = 12 marks)

TOTAL FOR PAPER = 40 MARKS



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