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Surname	Other names
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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 25 January 2012 – Afternoon

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.

Turn over ►

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PEARSON

Answer ALL questions.

Some questions 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 these is a responsible business practice from a Corporate Social Responsibility (CSR) viewpoint?

A	Minimising costs	<input type="checkbox"/>
B	Minimising environmental impact	<input type="checkbox"/>
C	Minimising labour requirements	<input type="checkbox"/>
D	Minimising advertising expenditure	<input type="checkbox"/>

(Total for Question 1 = 1 mark)

2 Which **one** of these CSR issues is **most likely** to impact on customers?

A	Product safety concerns	<input type="checkbox"/>
B	Financial dealings with governments	<input type="checkbox"/>
C	Technology transfer agreements	<input type="checkbox"/>
D	Supply chain employee rights	<input type="checkbox"/>

(Total for Question 2 = 1 mark)

3 An organisation would be recognised by Investors in People (IiP) for which **one** of the following?

A	Developing staff	<input type="checkbox"/>
B	Paying above minimum wage	<input type="checkbox"/>
C	Employing more staff	<input type="checkbox"/>
D	Minimising direct production costs	<input type="checkbox"/>

(Total for Question 3 = 1 mark)



4 Many organisations today see it as beneficial to be considered socially responsible.

Which **one** of the following is the **most likely** reason for this view?

A	Helps business hide the impact of its operations	<input type="checkbox"/>
B	Government legislation forces the change	<input type="checkbox"/>
C	The public expect business to operate more ethically	<input type="checkbox"/>
D	Helps business reduce operating costs	<input type="checkbox"/>

(Total for Question 4 = 1 mark)

5 Businesses today need to take account of ethical consumerism.

Which **one** of the following **best describes** ethical consumerism?

A	Buying products from an IIP recognised company	<input type="checkbox"/>
B	Buying products at minimum cost for the consumer	<input type="checkbox"/>
C	Buying products from a fair trade company	<input type="checkbox"/>
D	Buying products that cause least harm to society	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



Read the material below and then answer the questions that follow.

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6 (a) Outline **one** positive impact for farmers of Starbucks' ethical sourcing policy.

(3)

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(b) Outline **one** negative impact for shareholders of Starbucks' ethical sourcing policy.

(3)

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(c) Outline **one** negative impact of the Starbucks Shared Planet policy on customers.

(3)

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(d) Discuss the benefits that Starbucks could gain as a result of their Shared Planet policy.

(6)

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(e) In the Fortune '100 best companies to work for' survey of 2010, Starbucks fell from 24th ranking to 93rd, despite providing training schemes, job share programmes and providing share options and health benefits to partners (employees). 90% of these employees work part time. During the same time they also made redundant 30 000 employees worldwide due to store closures.

Explain the importance of maintaining employee commitment to Starbucks during a time of economic uncertainty and job losses.

(6)

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(Total for Question 6 = 21 marks)



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7 (a) Showing concern for communities is a responsible business practice.

Explain how the Starbucks Shared Planet policy helps the community.

(4)

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(b) There is potential conflict between shareholders maximising their returns and environmental concerns.

Assess whether the environmental stewardship aspect of the Starbucks Shared Planet policy is likely to resolve this conflict.

(10)

Area containing horizontal dotted lines for writing the answer.

(Total for Question 7 = 14 marks)

TOTAL FOR PAPER = 40 MARKS



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