

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

Friday 25 January 2013 – 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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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 A business that cares about Corporate Social Responsibility (CSR) is **mainly** concerned about:

A	customers	<input type="checkbox"/>
B	shareholders	<input type="checkbox"/>
C	stakeholders	<input type="checkbox"/>
D	local community	<input type="checkbox"/>

(Total for Question 1 = 1 mark)

2 The external body that assesses an organisation's human resource policies is:

A	Investors in People	<input type="checkbox"/>
B	Marine Stewardship Council	<input type="checkbox"/>
C	Fairtrade Foundation	<input type="checkbox"/>
D	Business in the Community	<input type="checkbox"/>

(Total for Question 2 = 1 mark)

3 Which **one** of the following is a CSR objective?

A	Reducing investment	<input type="checkbox"/>
B	Increasing employee bonuses	<input type="checkbox"/>
C	Reducing productivity	<input type="checkbox"/>
D	Increasing employee diversity	<input type="checkbox"/>

(Total for Question 3 = 1 mark)



4 Prompt payment of taxes is an example of which key CSR issue?

A	Employee issues	<input type="checkbox"/>
B	Supply chain issues	<input type="checkbox"/>
C	Financial and political issues	<input type="checkbox"/>
D	Consumer and community issues	<input type="checkbox"/>

(Total for Question 4 = 1 mark)

5 A socially responsible organisation benefits from:

A	decreased public expectation	<input type="checkbox"/>
B	improved customer loyalty	<input type="checkbox"/>
C	increased external control	<input type="checkbox"/>
D	improved cost control	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



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

International Paper

International Paper is a global supplier of paper and paper based packaging materials. It manufactures its products in North America, Europe, Latin America and North Africa. Its vision is to be 'one of the best and most respected companies in the world'.

To help achieve this vision, International Paper follows a range of CSR initiatives.

1. Helping communities

In 2001, International Paper created its Coins 4 Kids programme to help feed 72 000 Kenyan schoolchildren. In 2008 it gave away more than \$9 million in charitable donations. International Paper not only gives money for these programmes but it also encourages employees to give their time to help make communities better places to live. On a worldwide basis International Paper is involved with programmes to improve environmental education and literacy.

2. The environment and sustainability programme

International Paper states that it cares for the environment and wants to protect it for the present and the future. Its products depend on a continued supply of natural resources, and to this end for every tree cut down, three or four new ones are planted. It actively follows environmental laws and regulations and seeks to reduce environmental damage. International Paper ensures no wood from endangered species is used in its product range, instead it uses wood from sustainably managed forests.

3. Ethical operations

International Paper believes that ethical behaviour should be a core value. It wants employees to be proud to work for the business. It also wants to be a good and fair partner to suppliers. It publishes a code of business ethics and when faced with difficult choices it expects management and employees to choose the ethical option. The Chairman believes that the way the organisation conducts its business is as important as the financial results it achieves.

4. Diversity

The business has a 'Diversity Council' to promote a diverse and inclusive workforce. International Paper wishes to attract and retain the very best talented workers irrespective of differences such as gender and race. The Diversity Council focuses on employee engagement, diversity education and training, and recruitment practices.

Adapted from internationalpaper.com



6 (a) International Paper has an ethical code of business practice.

Outline **one** advantage for an organisation of having an ethical code.

(2)

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(b) Describe how International Paper's environment and sustainability programme meets the increasing expectations of ethical consumers.

(3)

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(c) Explain **one** possible negative impact for International Paper of its employee diversity policy.

(4)

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(d) Outline **one** benefit to an organisation of recognition by an external body, such as FTSE4Good.

(2)

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(e) Explain how CSR policies, such as those carried out by International Paper, might benefit:

(i) communities

(4)

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(ii) the environment

(4)

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(Total for Question 6 = 19 marks)

7 (a) Explain possible benefits to International Paper of being a 'good and fair partner to suppliers'.

(6)

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Question 7 continues on the next page.



