

Write your name here	
Surname	Other names
Edexcel Principal Learning	Centre Number
	Candidate Number
Business, Administration and Finance	
Level 3	
Unit 9: Corporate Social Responsibility	
Sample Assessment Material 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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Some questions must be answered with a cross . If you change your mind about an answer, put a line through the box and then mark your new answer with a cross .

- 1 Most people think that natural resources (eg wood, fish stocks) should be used in a sustainable way. This means making sure that:

A	there is a good economic case for using the resources	<input checked="" type="checkbox"/>
B	there will be enough resources left for the future	<input checked="" type="checkbox"/>
C	resources are used for a purpose	<input checked="" type="checkbox"/>
D	resources are used in an energy efficient way	<input checked="" type="checkbox"/>

(Total for Question 1 = 1 mark)

- 2 Which of the following is the best definition of corporate social responsibility? Corporate social responsibility relates to:

A	how careful a business is	<input checked="" type="checkbox"/>
B	how ethical a business is in its dealings with suppliers	<input checked="" type="checkbox"/>
C	the amount of pollution that a business creates during its production operations	<input checked="" type="checkbox"/>
D	the impact that a business has on society and the environment as a result of its business actions	<input checked="" type="checkbox"/>

(Total for Question 2 = 1 mark)

- 3 Corporate social responsibility has become more important in recent years. Which of the following is **one** of the most **likely reasons** for this?

A	The public's expectations about how businesses operate have changed.	<input checked="" type="checkbox"/>
B	Businesses see opportunities to hide the true effect of their operations on society.	<input checked="" type="checkbox"/>
C	There are new laws that force all organisations to release information about their activities.	<input checked="" type="checkbox"/>
D	Businesses have made a collective agreement to act in accordance with corporate social responsibility.	<input checked="" type="checkbox"/>

(Total for Question 3 = 1 mark)



4 Promoting diversity is one type of socially responsible business practice. This means:

A	making more products to improve sales	<input type="checkbox"/>
B	producing a greater range of products to suit different market needs	<input type="checkbox"/>
C	encouraging a wider range of people, backgrounds and culture to enter the workplace	<input type="checkbox"/>
D	making sure that the workforce exactly reflects the cultural diversity in society	<input type="checkbox"/>

(Total for Question 4 = 1 mark)

5 Which of the following is **not** likely to be a result of an organisation achieving external accreditation as a responsible employer?

A	Improved motivation of employees	<input type="checkbox"/>
B	A rise in consumer loyalty to the product	<input type="checkbox"/>
C	An increase in brand awareness	<input type="checkbox"/>
D	A large fall in costs of production	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



Read the passage below and then answer the questions that follow

Marks and Spencer (M&S) is a well-known leading UK retailer selling a wide range of goods and services in a highly competitive market. The business had been enjoying a welcome return to profitability after a period when sales had fallen and there was an attempt to takeover the business by Sir Philip Green, owner of the Arcadia Group which includes Burtons, Top Shop and Miss Selfridge.

In January 2007 it launched a five year **eco-plan** which it called Plan A. M&S says that it has called its project Plan A because the environment is so important that there is no Plan B! The plan contained 100 commitments that the business intended to pursue. A report on the first part of the plan produced in 2008, included the following.

- Carrier bag usage is down by 80% since we started charging 5p for bags in our food halls. This has saved over 100 million carrier bags from landfill and helped to raise over £500 000 for 22 Groundwork environmental charity projects across the UK.
- Fairtrade cotton sales are up 105% to £27.4 million so far this year, with over 4.2 million garments sold across womenswear, menswear, lingerie, and kidswear.
- The M&S and Oxfam Clothes Exchange has helped to raise £1million for Oxfam and reduced the amount of clothing sent to landfill by around 1000 tonnes.
- Our **Wash at 30** campaign has helped to increase the number of UK customers washing at 30 degrees from 23%, when the campaign started in April 2007, to 38% in September of this year, saving over 50 000 tonnes of CO₂.
- M&S was recognised at the RSPCA Good Business Awards for the third year running, winning three awards including Supermarket of the Year and the fashion award Best Large Retailer.

(Source: http://corporate.marksandspencer.com/media/press_releases/planA/pressrelease_plananovember)

Retail magazine *Packaging News* has commented: 'There isn't a retail company out there that hasn't rolled out an environmentally friendly packaging strategy in recent years, but can any of them match the standard that M&S has set?'

(Source: <http://packagingnews.co.uk/news/859421/Brand-grand-plan/>)



6 (a) Identify two possible corporate social responsibility issues highlighted in the passage that M&S is dealing with.

(2)

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For each of the following, state whether you think the reason influenced M&S's decision to launch their eco-plan. Then explain the reason for your answer.

(b) The effect of positive publicity.

(3)

Influential? (Tick **one** box)

Yes

No

Explanation:

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(c) Attempting to keep up with the competition.

(3)

Influential? (Tick **one** box)

Yes

No

Explanation:

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(d) The ability to charge premium prices.

(3)

Influential? (Tick **one** box)

Yes

No

Explanation:

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(e) M&S has decided to charge 5p for a carrier bag in its food halls. From the perspective of a customer, consider **one** view for and **one** view against this decision.

(6)

View for:

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View against:

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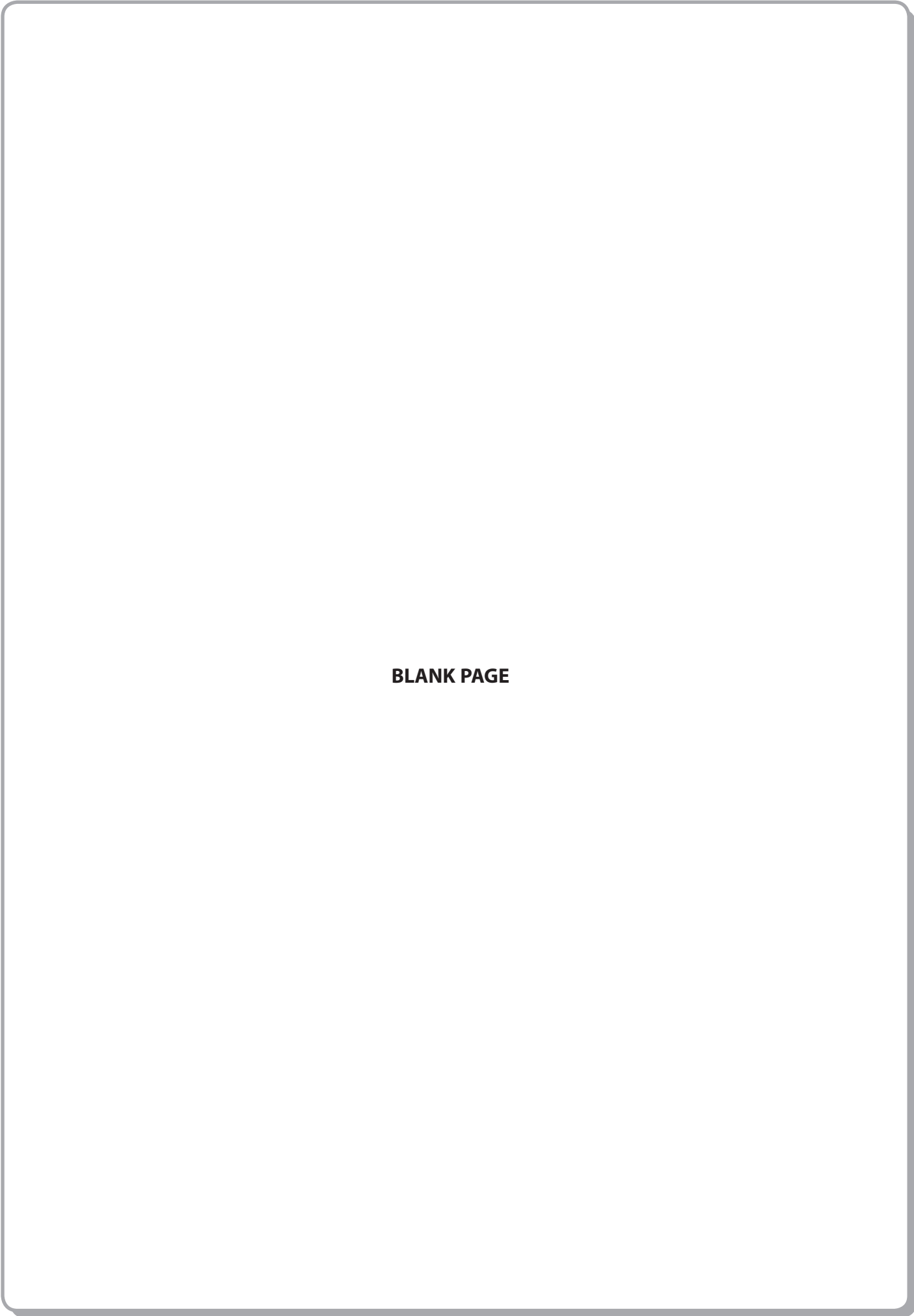
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(Total for Question 6 = 17 marks)



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