

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

Monday 18 June 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	Promoting inclusion	<input type="checkbox"/>
B	Promoting the product	<input type="checkbox"/>
C	Paying the minimum wage	<input type="checkbox"/>
D	Paying for training for some workers	<input type="checkbox"/>

(Total for Question 1 = 1 mark)

2 Which **one** of the following is the **main** benefit to an organisation of acting in a socially responsible way?

A	You pay lower VAT	<input type="checkbox"/>
B	You increase supply chain costs	<input type="checkbox"/>
C	You can gain customer loyalty	<input type="checkbox"/>
D	Your competition will copy your actions	<input type="checkbox"/>

(Total for Question 2 = 1 mark)

3 Which **one** of these is an economic issue facing CSR organisations?

A	Using sustainable resources	<input type="checkbox"/>
B	Encouraging local investment	<input type="checkbox"/>
C	Preventing adverts aimed at children	<input type="checkbox"/>
D	Improving working conditions	<input type="checkbox"/>

(Total for Question 3 = 1 mark)



4 Which **one** of the following measures an organisation's CSR performance?

A	Fair Trade Foundation	<input type="checkbox"/>
B	Investors in People	<input type="checkbox"/>
C	FTSE4Good	<input type="checkbox"/>
D	The Times 100	<input type="checkbox"/>

(Total for Question 4 = 1 mark)

5 A way of promoting diversity in the workplace is by:

A	having more women than men in the board room	<input type="checkbox"/>
B	treating every employee as equal	<input type="checkbox"/>
C	meeting employees expectations	<input type="checkbox"/>
D	having positive discrimination in recruitment	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



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

Royal Dutch Shell PLC

In their 2009 sustainability report, Peter Voser, the chief executive of Shell said "Safety, Environmental and Social performance are now closer to the core of our business plans and decisions". The report went on to highlight ways in which Shell are developing, what is arguably a pollution causing business, in a way that meets the demands of stakeholders for a safe, clean and responsible business.

Global Business

Shell employs over 100,000 people in over 90 countries. It often works in joint ventures with other oil companies exploring, refining and distributing oil and natural gas products. A stated aim is to "meet the energy needs of society in ways that are economically, environmentally and socially responsible". They attempt to do this by developing cleaner burning natural gas and lower carbon bio fuels. They are also developing carbon capture and storage systems. Shell are increasing the efficiency of their operations by developing more efficient fuel and transport systems and making changes to their refineries to reduce noise and air pollution.

People

Shell reorganised in 2009 and cut 5,000 jobs, many in management. Throughout this process they maintained their adherence to their diversity policy with respect to gender, ethnicity and the employment of local labour. In 37% of the countries in which they operate, more than half of the senior posts are filled with people from the local population. 2009 also saw Shell's lowest ever injury rate amongst workers, down 22% on the previous year. Their target is for zero fatalities and injuries.

Policies

Shell's policies and business principles provide guidance on key areas of their operations. CO₂ emissions are routinely considered before investment decisions are taken. Environmental, health and safety, and the human rights and social impact of their operations on local communities are also considered. In 2009 they spent \$132 million on social investment/community development projects, which helped build schools, health centres, and training facilities. Shell helps support entrepreneurs in Africa and in India they helped create a market for organic cotton. In Mexico Shell supported the development of a mass transportation system that carries 450,000 people each day.

(Source: adapted from Royal Dutch Shell PLC Sustainability Report 2009)



6 (a) Outline **two** ways in which Shell is supporting or developing local communities.

(6)

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(b) Explain **one** economic and **one** health and safety CSR issue facing a global organisation such as Shell.

(6)

Economic issue

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Health and safety issue

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(c) Explain how implementing CSR policies helps Shell maintain brand loyalty.

(4)

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(d) Shell deals with many foreign governments and government agencies.

Outline **one** CSR implication of this for the business.

(3)

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(Total for Question 6 = 19 marks)



7 (a) Explain the problems Shell may face by trying to meet targets of filling senior posts from the local population.

(6)

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(b) Assess the impacts on Shell of its environmental and diversity policies.

(10)

Ruled area for writing the answer to question 7(b).

(Total for Question 7 = 16 marks)

TOTAL FOR PAPER = 40 MARKS





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