

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 21 June 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 ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

- 1** Working conditions that go beyond minimum standards is an example of which type of Corporate Social Responsible (CSR) practice?

A	Employees	<input type="checkbox"/>
B	Suppliers	<input type="checkbox"/>
C	Community	<input type="checkbox"/>
D	Environmental	<input type="checkbox"/>

(Total for Question 1 = 1 mark)

- 2** A key environmental issue for a socially responsible organisation is:

A	job creation	<input type="checkbox"/>
B	product safety	<input type="checkbox"/>
C	reducing recycling	<input type="checkbox"/>
D	sustainability of resources	<input type="checkbox"/>

(Total for Question 2 = 1 mark)

- 3** Developing long-term supplier relationships helps socially responsible organisations to:

A	promote diversity	<input type="checkbox"/>
B	reduce disruption to production	<input type="checkbox"/>
C	reduce waste	<input type="checkbox"/>
D	promote consumer health and safety	<input type="checkbox"/>

(Total for Question 3 = 1 mark)



4 CSR has become more important due to:

A	decrease in taxation	<input type="checkbox"/>
B	decrease in competition	<input type="checkbox"/>
C	increase in consumer power	<input type="checkbox"/>
D	increase in natural resources	<input type="checkbox"/>

(Total for Question 4 = 1 mark)

5 Organisations that act responsibly benefit from:

A	reduced public expectations	<input type="checkbox"/>
B	improved brand awareness	<input type="checkbox"/>
C	increased external body intervention	<input type="checkbox"/>
D	decreased ethical consumerism	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



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

Greencore Group plc

Greencore Group plc is a multinational manufacturer of convenience foods. It has 19 manufacturing sites in the UK and USA, and employs over 7 400 people. It provides a wide range of chilled and frozen foods for major retail and manufacturing customers, but does not sell directly to end consumers. Greencore aims to be a socially responsible organisation. It believes in treating workers fairly, protecting health and safety and following the laws and regulations of the countries in which it operates. Greencore's CSR strategy is based on its core values and culture, and covers the following policies:

1. The workplace

Greencore aims to attract and develop high quality people throughout the organisation. It offers competitive salaries and benefits, and career development opportunities to all of its employees.

2. Health and safety in the workplace

In order to maintain high health and safety standards, Greencore employs risk managers who report to the factory managers. It conducts risk assessments and unannounced health and safety audits. These processes have been assessed and agreed with the UK Health and Safety Executive and other leading external bodies. As a result of these activities, the accident rate has been reduced by 12% over recent years.

3. Environment

Greencore aims to achieve organisational growth, in an environmentally friendly and sustainable way. Its environment policies aim to develop best practice in environment management, carbon footprint reduction, waste recycling and water treatment. For example, Greencore is continuing to invest in energy efficiency and carbon reduction projects at all of its factories. As a result of these practices, the proportion of waste it sends to landfill fell from 53% to 34% in 2010, and to 9.3% in 2011.

4. Marketplace

Food safety is of vital importance and Greencore wants to lead the way by developing best practice in the food industry. Technical experts regularly visit the factories and conduct audits and taste tests. Greencore provides healthy choices to customers supported by detailed health and nutritional information on its products.

5. Local communities

Greencore is aware it has obligations to the communities where its factories are located. It develops close relationships with local schools and colleges. It has a number of employees who act as school governors and Greencore supports the UK's national Healthy Schools programme. It encourages employees to take part in fundraising activities for charities and good causes.

Adapted from www.greencore.ie



6 (a) Describe how Greencore's CSR programme might increase employee motivation. (3)

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(b) Explain **one** positive impact of Greencore's marketplace policies on the end consumer. (4)

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(c) Outline **one** benefit to the environment of Greencore's CSR policies. (2)

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(d) Outline **one** way in which CSR policies can help an organisation be competitive. (2)

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(e) Explain **two** ways in which stakeholder interests may conflict when an organisation adopts CSR policies. (8)

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(Total for Question 6 = 19 marks)



7 As part of its CSR strategy, Greencore has a local communities policy.

(a) Explain the long-term benefits on local communities of this policy.

(6)

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Question 7 continues on the next page.



(b) Assess the effect of financial and political issues on the CSR policies of multinational organisations, such as Greencore.

(10)

Ruled area for writing the answer to Question 7.

(Total for Question 7 = 16 marks)

TOTAL FOR PAPER = 40 MARKS

