



General Certificate of Education
Advanced Level Examination
June 2011 and January 2012

Business Studies

BUSS4/PM

Unit 4 The Business Environment and Managing Change

Preliminary Material (Research Theme)

To be issued to candidates no sooner than Monday 31 January 2011

NOTICE TO CANDIDATES

You will be given **one** copy of this Preliminary Material (Research Theme) for use during your preparation for the examination, which you may annotate as you wish, but which you will **not** be allowed to take into the examination.

The Preliminary Material (Research Theme) will be repeated within the question paper for use in the examination.

You should carry out your own research in the Preliminary Material (Research Theme).

Your teacher is encouraged to give assistance and advice as required.

Research Theme – Corporate Social Responsibility

In your research on Corporate Social Responsibility you should consider:

- the potential benefits of Corporate Social Responsibility relative to the costs for businesses and stakeholders
- the importance of Corporate Social Responsibility relative to other corporate objectives
- the influences determining which responsibilities are accepted by a business and which are not
- the factors that determine the extent to which a business is socially responsible
- the value and limitations to businesses and stakeholders of social reporting
- the extent to which governments should influence Corporate Social Responsibility.

You are strongly recommended to research different organisations and industries and to compare and contrast their approaches to Corporate Social Responsibility.

You should make reference to your research in your responses to **Section A** in the examination.