



Pearson
Edexcel

GCSE (9-1)

Theme 2.1.4 Retrieval Resource:
Business
Ethics, the environment and business



© artwork: Mark Bolitho | Origami photography Pearson Education Ltd/Naki Kouyioumtzis



Retrieval Quiz - 2.1.4: Ethics, the environment and business

Questions:

1. Define the term **ethics**.

.....
.....
.....

2. Give **one** drawback to a business of improving its ethical responsibility.

.....
.....
.....

3. Give **one** benefit to a business of improving its sustainability.

.....
.....
.....

4. Which **one** of the following best describes a trade-off?

- A Where a business does not damage the environment
- B Where a business is ethically responsible
- C Where achieving one objective involves sacrificing another
- D Where market share can be maximised without making a loss

5. Give **two** potential impacts of pressure group activity on a business.

.....
.....
.....
.....
.....
.....



Answers:

1. Any answer that refers to 'moral' or a business 'doing the right thing' should score the mark.

2.
 - Consumers may not pay more for ethically produced products
 - Increased costs
 - Need to change the production process
 - Need to purchase more expensive raw materials
 - Need to re-train workers

3.
 - Attract more customers/higher sales
 - Can charge higher prices
 - Improved branding
 - Less likely to face pressure group activity
 - Less likely to be affected if the government introduces new legislation

4. C

5.
 - Boycott of products
 - Damage to brand name/media attacks
 - Government could introduce new legislation
 - Lower sales
 - Negative publicity