

Pearson
Edexcel

GCSE (9-1)

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



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Retrieval Quiz - 2.1.4: Ethics, the environment and business

Questions:

1. Define the term **ethics**.

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

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

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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.

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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