

Grade 9 EMS Worksheet

Corporate social responsibility

Read the information below about social responsibility and answer the questions that follow.

When businesses are socially aware, it means they know what needs exist in the communities from which they make their profits. They then try to engage with these communities in order to give back to the communities by starting up projects to uplift them in various ways.

- a) Why is it important for businesses to be seen to be socially responsible? [2 marks]
- b) Why do some companies include training, sponsorships and bursaries as part of their social responsibility programmes? [2 marks]
- c) Name two social responsibility programmes in your area that you are aware of. [2 marks]
- d) Do some research and mention four benefits of social responsibility. [4 marks]

[Total: 10 marks]

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Suggested Solutions

Question number	Possible marks	Solution
1	10	<p>a) When businesses can be seen to be involved in their communities, they will remain in the public eye and this will keep the focus on the business and its product or service. [2 marks]</p> <p>b) Through training and further studies the youth are empowered to provide for their future, thereby becoming economic participants themselves when they enter the world of work. This could bring a future benefit to the business. [2 marks]</p> <p>c) Answers will vary. Possibilities: Outsurance Pointsmen Project; Woolworths' 'MySchool' project; radio stations getting involved in 'Winter Warmers' Campaign to collect blankets for the needy; food gardens, sponsorships of crèches; Vodacom getting involved in education, health and welfare programmes, etc. (any two) [2 marks]</p> <p>d) A social responsibility programme investing in education and training can help a business to recruit and retain well educated and trained personnel.</p> <p>A social responsibility programme can minimise risk in the company due to fraud or theft by building a culture of 'doing the right thing' in a business.</p> <p>Social responsibility programmes are ways to improve the brand recognition of a business.</p> <p>Social responsibility gains the confidence and loyalty of consumers by helping to uplift consumers in a specific community.</p> <p>(any four valid benefits) [4 marks]</p>