

IB Business Management

Trimester Assessment Worksheet – 1.3 Business Objectives

Worksheet 5: CSR, Ethics and Strategic vs Tactical Objectives

Name: _____ Class: _____ Date: _____

Instructions: Answer all questions. Total marks: 50.

Section A: Multiple Choice (10)

1. CSR stands for:

- A. Corporate Sales Ratio
- B. Corporate Social Responsibility
- C. Company Share Return
- D. Capital Supply Rate

2. The triple bottom line is:

- A. Profit only
- B. Profit, people, planet
- C. Price, profit, policy
- D. Costs only

3. CSR goes beyond:

- A. Legal minimum
- B. Pricing decisions
- C. Recruitment only
- D. Share trading

4. A circular business model focuses on:

- A. Disposal
- B. Reuse and recycling
- C. Higher waste
- D. Shorter lifecycles

5. Ethical objectives may:

- A. Always reduce cost
- B. Improve trust and loyalty
- C. Remove need for strategy
- D. Eliminate competition

6. Aggressive targets can lead to:

- A. Unethical behaviour
- B. Higher ethics automatically
- C. No pressure
- D. Lower accountability

7. A strategic objective is:

- A. Open 10 stores this month
- B. Enter a new continent in 5 years
- C. Run a discount today
- D. Change staff rota

8. A tactical objective is:

- A. Become market leader

- B. Launch a discount campaign next week
- C. Vision statement
- D. Corporate aim

9. CSR can support competitiveness by:

- A. Reducing reputation risk
- B. Eliminating all costs
- C. Removing customers
- D. Avoiding innovation

10. Ethical sourcing mainly affects:

- A. Supply chain decisions
- B. Weather
- C. Currency only
- D. Time zones only

Section D: Extended Response (10)

Answer ONE question.

1. Discuss whether CSR should be central to business strategy. (10)
2. Discuss how businesses can achieve growth without compromising ethics. (10)

Answer Key + Marking Guidance

Section A answers

Q	Ans
1	B
2	B
3	A
4	B
5	B
6	A
7	B
8	B
9	A
10	A

Sections B–D indicative content

- CSR can build loyalty, reduce reputation risk, attract talent, and support long-term value.
- Strategic objectives = long-term direction; tactical objectives = short-term measurable actions.
- Sales-linked pay can encourage mis-selling; reduce risk via ethics codes, training, audits, balanced KPIs.
- Case: strategic = 500 stores/year; tactical = reusable cup +20% in 6 months.
- CSR may raise short-term costs (sourcing, packaging) but strengthen trust and long-term demand.
- Evaluation: balance growth, ethics, stakeholders; criteria-based conclusion.

Rubric (10-mark responses)

Level	Descriptor
1–3	Descriptive; limited terms; weak example; weak judgement.
4–6	Clear explanation; some analysis; relevant example(s); some balance.
7–8	Strong analysis; good application; both sides; justified conclusion.
9–10	Sophisticated evaluation; key terms integrated; criteria-based judgement.