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Read the information supplied and answer the questions which follow.

*Intel Ireland won 'The Green Manufacturer Award' at the 2019 Green Awards.  
John Sisk and Son won 'The Green Business of the Year Award' at the 2020 Green Awards.*

- (A) (i) Discuss **three** characteristics of an environmentally responsible business. (20)
- (ii) Outline **one** impact on a business of meeting its environmental responsibilities. (20)
- (B) Illustrate the reasons why multinational companies (MNCs) locate in Ireland. (20)
- (C) Outline how the Irish government could use its expenditure policies to support businesses in Ireland. Use examples to illustrate your answer. (20)

2

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(A) Read the information supplied and answer the questions which follow.

*The Dough Bros Pizzeria*

The Dough Brothers serve authentic wood-fired pizza at markets, events and private parties. The brothers recently switched from single-use plastic to biodegradable cutlery and napkins.

*Adapted from The Irish Times July 2018*

- (i) Discuss the importance for a business of being environmentally responsible.
- (ii) Outline **two** measures, other than the measure outlined above, a business could consider in its effort to become more environmentally responsible. (25)

3

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(A) Read the information supplied and answer the questions which follow.

*The Dough Bros Pizzeria*

The Dough Brothers serve authentic wood-fired pizza at markets, events and private parties. The brothers recently switched from single-use plastic to biodegradable cutlery and napkins.

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- (i) Discuss the importance for a business of being environmentally responsible.
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**Question 2**

(A) Discuss the challenges facing businesses in the tertiary (services) sector in Ireland. (15 marks)

(B) (i) Explain the term **code of ethics**.  
 (ii) Outline the benefits **and** challenges for a business of introducing a code of ethics. (20 marks)

(C) 

*Ryanair boss Michael O’Leary said staff at Dublin Bus are holding the public ‘to ransom’ and said that the bus service and the rail service should be privatised.*  

**Source: The Irish Times, September 2016**

(i) Define the term **privatisation**.  
 (ii) Evaluate the benefits **and** challenges of privatisation for the Irish economy. (25 marks)  
**(60 marks)**

(C) 

*“Protecting and managing Ireland’s environment is a shared responsibility. It involves Government and public bodies; businesses and industry; as well as members of the public, working in partnership.”*  

**Environmental Protection Agency (EPA)**

Discuss how a business could operate in an environmentally conscious way. (20 marks)

(C) (i) Define the term ‘Business Ethics’.  
 (ii) Outline how ethical behavior in business can be encouraged. (15 marks)  
**(60 marks)**

*Customers expect businesses to show regard for the natural environment.*

(A) Illustrate the characteristics of an environmentally conscious business. (20 marks)

(B) *“Business is not only about doing things right, it is also about doing the right things.”*  
 Discuss the social responsibilities that a business has to its various stakeholders. (20 marks)

(B) “As global warming becomes a reality for the world, there is an increasing concern for the protection of the environment”.  
 Illustrate how businesses in Ireland today could become more environmentally responsible. (20 marks)

