Worksheet 3

Name Class Date

**Answering 2- and 3-mark questions**

Remember that ‘outline’ questions require you to relate your answer to the information provided about a company (in this case Starbucks).

Starbucks is one of the world’s largest buyers of Fairtrade-certified coffee. Their standard Espresso Roast is 100 Fairtrade-certified. Many of Starbucks’s competitors use non-Fairtrade coffee sourced from other suppliers.

**1** Outline one benefit to Starbucks of following a social objective of buying Fairtrade-certified coffee.

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**2** Outline one disadvantage to Starbucks of following a social objective of buying Fairtrade-certified coffee.

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**3 Table 1** shows the number of boats sold by the five boatbuilding companies in a country.

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| --- | --- | --- | --- |
| Company | No. of boats sold | Company | No. of boats sold |
| Bobby’s boats | 55 | Kapal Co. | 94 |
| Risha sails | 218 | Sampan ships | 173 |
| Navis ltd. | 11 |  |  |

Calculate the market share of the market leader in the boatbuilding industry. **(2 marks)**

‘Explain’ questions require you to provide a basic answer (in this case, identifying a ‘benefit’ of using social objectives within a business) and then provide two linked developments to explain why that benefit occurs.

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**4** Explain one reason why a business may decide to set itself the objective of ensuring that it is carbon-neutral by 2025. **(3 marks)**

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