

1.4 Business objectives

Name: _____ Class: _____ Date: _____ Total: 29 marks

KEY WORDS mission • objectives • corporate social responsibility
• tactics • strategy

Objective

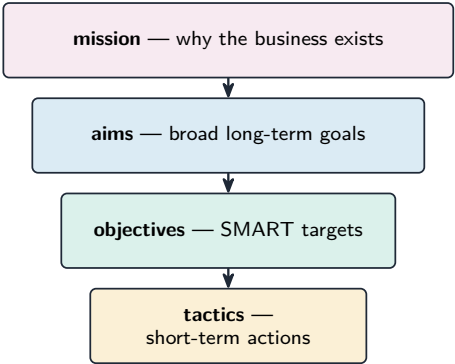
Build the skills to answer exam questions on **business objectives** – the chain from **mission** to **aims** to **SMART objectives** SMART, the main types of objective, and **corporate social responsibility** (CSR).

You must be able to:

- explain the difference between aims, objectives, strategy and tactics
- state what makes an objective **SMART**
- analyse why objectives change and evaluate the role of profit versus CSR

1 Key knowledge and worked examples

■ From mission to objectives



Goals get narrower down the chain: mission → aims → SMART objectives → tactics

- **SMART** = Specific, Measurable, Achievable, Realistic, Time-bound.
- **Types of objective:** profit maximisation, growth, survival, market share, social/ethical (CSR).

- Objectives **change** over time: a new firm aims to *survive*, later to *grow*, a large firm may focus on *profit* or *CSR*.

Answer shapes: **Explain** [3] = point + developed reason; **Analyse** [8] = two reasons, each a developed chain; **Evaluate** [12] = both sides + a judgement in context.

2 Practice

2.1 State what the letters **SMART** stand for. [2]

2.2 Define the term *corporate social responsibility (CSR)*. [2]

2.3 State the difference between an *aim* and an *objective*. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of setting SMART objectives. [3]

3.2 Analyse two reasons why a business's objectives might change over time. [8]

3.3 'A business should always put profit before social responsibility.' Evaluate this view. [12]