<table>
<tr><td>1(a)</td><td>

Define the term *triple bottom line.*

Indicative content

Responses may include:

AO1 Knowledge and understanding

CLEAR UNDERSTANDING (2 marks)

- Triple bottom line refers to three factors 1 – economic/profit 2 – social/people 3 – environment/planet **(2 marks)**

Clear understanding of the term (or similar) is to be awarded 2 marks. This is indicated by 2 ticks

PARTIAL UNDERSTANDING (1 mark)

- Refer to one or two of the 3 factors/social welfare as a business objective/there are 3 factors affecting business operations (without explanation)/a business not just concerned with profit (**1 mark)**

A partial understanding of the term (or similar) is to be awarded 1 mark. This is indicated by 1 tick

Accept all valid responses.

</td></tr>
<tr><td>1(b)</td><td>

Explain <u>one</u> advantage to a business of being a social enterprise.

NOTE: ***Answers to this question that explain what a social enterprise does and the advantages that social enterprises may give to society are NOT acceptable.***

Indicative content

Responses may include:

AO1 Knowledge and understanding – 1 mark for identifying ONE advantage to a business of being a social enterprise – put tick in body of script.

- Provides opportunities for growth/expansion
- Has good reputation/strong public image/USP
- Attracts customers
- Attractive to prospective employees
- Employees likely more productive and motivated
- Attractive to government – gains support – grants
- Attractive to investors

AO2 Application – 2 marks for DEVELOPED explanation of ONE advantage – put ticks in body of script
– 1 mark for LIMITED explanation of an advantage – put tick in body of script.

- Profits can be reinvested into growth rather than given to owners/shareholders
- Perceived as being ethical – product/services in greater demand
- Customers who associate and support the distinctive values of social enterprise
- Employees easier to recruit – lower recruitment costs.
- Employees share the values and aspirations of a social enterprise/high level of satisfaction
- Employees easier to retain – lower turnover of staff.
- Government support/grants more available, e.g. social enterprises may offer employment opportunities to disabled
- Ethically minded investors share values of social enterprise – access to greater funds

Accept all valid responses.

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