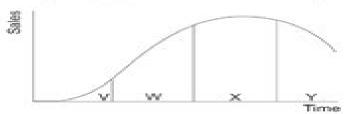
[4]

#### Section B

(a) Identify the four stages V, W, X and Y labelled on the product life cycle model below.

- 11 -



V: Introduction/introducing / launch

W: Growth

X: Maturity/maturation

Y: Decline

(not "saturation")

Award [1] for the correct identification of each stage, up to a maximum of [4].

(b) Explain why K&J's Option 3 is a form of corporate social responsibility for LadyA.

K&J's Option 3 proposes that LadyA use a part of her wealth to set up charitable non-profit organizations for social causes – the service of humanity – such as malnutrition in developing countries, or homelessness in big cities, or international trafficking of children.

Associating herself with corporate social responsibility, LadyA would rebrand herself, from a young singer, to taking an image of a strong, mature, determined, compassionate woman appearing on television talk shows and magazine interviews promoting the cause of her non-profit organizations. A percentage from her shows and income sources could form a source of revenue for the non-profit organizations.

Often businesses engage in corporate social responsibility with a strategic or an altruistic objective.

Award [1-2] for a basic answer showing knowledge of "corporate social responsibility" in general terms.

Award [3-4] for an answer which shows understanding of corporate social responsibility in the context of LadyA.

# N14 3 Busmt Hpeng Tz0 Xx M

Thirumalaisamy P. Velavancorresponding

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