This study manual has been designed in accordance with the program of the course “Social performance in trade business. The manual contains tasks for the following topics: “Concept and components of the social performance of trade”, “Interconnection of social and economic performance of trade”, “Social performance and social responsibility of trade”, “Assessment of social performance of trade”, “Opportunities and directions of improving the social performance of trade” The Manual is created for students studying the 38.03.06 theme “Trade”, Bachelor.
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Introduction

Trade is one of the most significant, promising and dynamically developing sectors of the Russian economy. By occupying an intermediate position between production and consumption, trade has a significant impact on the level and quality of life of the population. In this regard, trade performance should be seen as an integral value that takes into account not only traditional economic but also social performance.

Social performance of trade is manifested first of all in satisfaction of demand of the population on consumer goods and qualitative service of buyers. Secondly, the social performance of trade is connected with the provision of employment of the population, creation of favorable working conditions of the employees of the branch. Third, trade subjects make a significant contribution to the formation of the state budget through the payment of taxes and fees. Ecological aspects of trading activity also acquire high relevance.

The offered training manual is intended for practical consolidation of theoretical knowledge, received by students in the course of lecture and independent study of discipline “Social Performance of Trade”, and contains the list of questions for Colloquiums and interviews, a list of discussion topics for the roundtable (discussion, polemics, dispute, debates), a set of tiered tasks (tasks of reproductive, reconstructive and creative level), essay topics, a set of tests and a list of questions to the credit.

The content of the tasks is aimed at acquiring and consolidating the students’ knowledge, skills and abilities provided by the program of discipline “Social Performance of Trade”.

As a result of the development of the discipline “Social Performance of Trade” the student should know:

- The concept of social performance of trade, its importance and main components;
- The relationship between social and economic performance of trade;
- Concept and elements of social responsibility of trading business, basic theories of corporate social responsibility;
- Information support of estimation of social performance of trade, approaches to estimation of social performance of trade;
- Factors influencing the social performance of trade, the main directions of improving the social performance of trade be able:
  - To determine the types and levels of social performance of trade, to classify social functions of trade;
• To identify the dependencies between social and economic performance of trade;
  • To apply standards in the field of corporate social responsibility;
  • To assess the social performance of trade on the basis of quantitative and qualitative methods;
  • To identify reserves for improving the social performance of trade possess:
    • Terminology apparatus in the sphere of social performance of trade;
    • Technology to increase the economic performance and competitiveness of the trade subject by managing its social performance;
  • skills of development and implementation of corporate social responsibility programs in the activities of the Trade Organization;
  • Methods of assessment of social performance of trade at the level of the region and business entity;
  • Methods of improving the social performance of trade and trade subjects.

The tutorial contains tasks for the following topics:
1. The essence and components of the social performance of trade;
2. Relationship between social and economic performance of trade;
3. Social performance and social responsibility of trade;
4. Assessment of the social performance of trade;
5. Opportunities and directions for improving the social performance of trade.
Questions for colloquiums, interviews

**Topic 1. The essence and components of the social performance of trade**

1. What is the essence of the social performance of trade?
2. How are the social performance of trade and the concept of sustainable development related?
3. How is the social performance of trade revealed for consumers?
4. How is the social performance of trade for trade workers manifested?
5. What is the role of trade in improving the quality of life of the population?
6. What is the role of trade in the formation of the state budget?
7. What is the environmental performance of trade?

**Topic 2. Relationship between social and economic performance of trade**

1. How does the increase in social performance affect the financial results of the subject of trade?
2. Does the social performance of the subject of trade affect its creditworthiness and investment attractiveness?
3. What is the role of social performance in the market capitalization of the trading business?
4. How are the social performance of trade and the productivity of trade workers related?
5. What competitive advantages contribute to the increase of social performance of the subject of trade?
6. What role does social performance play in risk management?
7. What means of disclosure of information about the social performance of trade do you know?

**Topic 3. Social performance and social responsibility of trade**

1. What are the different concepts of “social performance of trade” and “social responsibility of trade”?
2. How are the concepts of “social performance of trade” and “social responsibility of trade” related?
3. What levels of social responsibility of trade do you know?
4. What are the standards in the field of corporate social responsibility?
5. Who should be treated as stakeholders subjects of trade?
6. What is the environmental responsibility of trade?
7. What is greenwashing?

**Topic 4. Assessment of the social performance of trade**
1. What methods are used in assessing the social performance of trade?
2. What are the sources of information needed to assess the social performance of trade?
3. What is the non-financial reporting of the subject of trade?
4. What are the advantages and disadvantages of qualitative methods of assessing the social performance of trade?
5. What are the advantages and disadvantages of quantitative methods of assessing the social performance of trade?
6. What indicators are used in assessing the social performance of the subject of trade?
7. What indicators are used in assessing the social performance of trade in the region?

**Topic 5. Opportunities and directions for improving the social performance of trade**
1. What factors affect the social performance of trade?
2. What is the role of the State in stimulating the social activity of trade entities?
3. What are the ways to improve the internal social performance of trade?
4. What are the directions of improving the external social performance of trade?
5. How to improve the social performance of trade for consumers?
6. How to improve the environmental performance of trade?
7. What impact on the social performance of trade does the development of Internet technologies have?
List of discussion topics for the round table (discussions, polemics, dispute, debates)

1. Trade and its importance for sustainable economic development;
2. The role of trade in improving the quality of life of the population;
3. Incentives and motivations to improve the social performance of trade;
4. Modern tendencies of corporate social responsibility development in Russia;
5. Social performance and social responsibility: Experience of foreign trading companies;
6. Impact of the social performance of trade on economic performance of trade;
7. Advantages and disadvantages of quantitative and qualitative methods of estimation of social performance of trade;
8. Social audit and its role in the management of social performance of trade;
9. Non-financial reporting of trade organizations: types, significance, development tendencies;
10. Charity in trade: History and Modernity;
11. Standardization in the field of corporate social responsibility;
12. Corporate social responsibility as a factor of growth of company’s value;
13. The role of intangible assets and intellectual property in enhancing the social performance of trade;
14. Social performance of trade and innovation;
15. Opportunities and directions for improving the environmental performance of trade.
Set of tiered tasks

1. Reproductive-level tasks

Task 1.

The capacity of the trading facility is 53 people, the number of buyers per day is 50 people. Calculate the bandwidth matching ratio. How does it characterize the social performance of trade?

Task 2.

Calculate the missing indicators. How has the social performance of trade in the region changed in the period under review?

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2016</th>
<th>2017</th>
<th>2017/2016,%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail trade turnover, mln. rub.</td>
<td>53621</td>
<td>55613</td>
<td></td>
</tr>
<tr>
<td>Number of trade objects, units</td>
<td>7452</td>
<td>7620</td>
<td></td>
</tr>
<tr>
<td>Trade Area, m²</td>
<td>40233</td>
<td>452036</td>
<td></td>
</tr>
<tr>
<td>Population, thous. people.</td>
<td>2956</td>
<td>2863</td>
<td></td>
</tr>
</tbody>
</table>

2. Tasks of Reconstructive level

Task 1.

Based on the data presented below, calculate the indicators characterizing the social performance of trade in the region. Make a conclusion about changing the social performance of trade in the region in the period under review.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Retail trade turnover, mln. rub.</td>
<td>62536</td>
<td>52694</td>
<td>60532</td>
</tr>
<tr>
<td>Receipt of tax payments and fees to the budget system of the Russian Federation, mln rubles,</td>
<td>48520</td>
<td>48532</td>
<td>49230</td>
</tr>
</tbody>
</table>
Including from trade organizations 4652 3125 3562
Average monthly salary in the region, rub. 25230 26036 27069
Average monthly salary of trade workers, rub. 29362 29550 29603
Population, thous. people. 2963 3066 3202
Consumer Price Index,% 107 111 110

**Task 2**

Using the data below, calculate the indicators that characterize the social performance of trade in the region against consumers. Make a conclusion about changing the social performance of trade in the region against consumers in the period under review.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail trade turnover, mln. rub.</td>
<td>45321</td>
<td>50223</td>
<td>50107</td>
</tr>
<tr>
<td>Including:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>– Food Products</td>
<td>18128</td>
<td>17578</td>
<td>15032</td>
</tr>
<tr>
<td>– Non-food products</td>
<td>27193</td>
<td>32645</td>
<td>35075</td>
</tr>
<tr>
<td>Trade Area, m**2</td>
<td>632152</td>
<td>365263</td>
<td>345261</td>
</tr>
<tr>
<td>Number of trade objects, units</td>
<td>9563</td>
<td>10367</td>
<td>10369</td>
</tr>
<tr>
<td>Population, thous. people.</td>
<td>2750</td>
<td>2830</td>
<td>2737</td>
</tr>
<tr>
<td>Number of employed in trade, thous. people.</td>
<td>395</td>
<td>325</td>
<td>365</td>
</tr>
<tr>
<td>Consumer Price Index,%</td>
<td>115</td>
<td>112</td>
<td>105</td>
</tr>
</tbody>
</table>

**3. Tasks of the creative level**

**Task 1.**


**Task 2.**

On the basis of the data of the Federal Service of State Statistics (www.gks.ru) assess the social performance of trade in the regions of the Russian
Federaion. Build a rating of regions of the Russian Federation on the basis of the integral indicator of social performance of trade. Make a conclusion about regional differences in the social performance of trade. The results are written in the form of an explanatory note.
Case-task

Tasks:
– assess the quality of the information on the social responsibility and social performance presented in the annual report of the trade organization \(^1\);
– identify the main directions of implementation of the social policy in the trade organization according to the materials of the annual report;
– calculate the coefficient of disclosure of information on the corporate social responsibility based on the data of the annual report of the trade organization;
– develop the recommendations for reporting on the social responsibility and social performance in the annual report of the trade organization;
– develop the recommendations to improve the social performance of the trade organization, taking into account its economic interests.

\(^1\) For the student to choose from (Lenta, Magnit, XS Retail Group, Dixy, Detsky Mir, M. Video, Auchan).
Essay topics

1. The higher social performance improves the economic performance of the subject of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.

2. The higher social performance makes the economic performance of the subject of trade worse. Prove the truth or falsity of the statement. Prove your answer with arguments.

3. The higher social performance implies an increase in the expenses of the subject of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.

4. Charity is the main direction of the social activity of the subjects of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.

5. Trade has an insignificant impact on the environment. Prove the truth or falsity of the statement. Prove your answer with arguments.

6. It is preferable to use the quantitative rather than qualitative methods for the assessment of the social performance of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.

7. The higher social responsibility of trade shows that its social performance is improving. Prove the truth or falsity of the statement. Prove your answer with arguments.

8. The trade organizations are engaged in charity for their own benefit. Prove the truth or falsity of the statement. Prove your answer with arguments.

9. The mechanization and automation reduce the social performance of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.

10. There is a correlation between the social performance of a trade organization and the work performance of its employees. Prove the truth or falsity of the statement. Prove your answer with arguments.

11. The environmental performance is one of the components of the social performance of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.

12. The development of e-commerce contributes to the improvement the social performance of trade. Prove the truth or falsity of the statement. Prove your answer with arguments.
Set of tests (test tasks)

*Topic 1. The essence and components of the social performance of trade*

1. **The social performance of trade is manifested:**
   (a) in the better quality of life of the population;
   (b) in the population provision with the consumer goods, including the basic necessities;
   (c) in the provision of the population employment;
   (d) all the answers are correct.

2. **The social performance of trade is manifested in respect of:**
   (a) consumers;
   (b) the employees;
   (c) the society on the whole;
   (d) all the answers are correct.

3. **The concept of “quality of life” includes:**
   (a) the quality of living conditions, consumption of material goods and food products;
   (b) the development of education, culture, and social security;
   (c) the decent financial standing;
   (d) all the answers are correct.

4. **The concept of sustainable development includes:**
   (a) the economic component;
   (b) the social component;
   (c) the environmental component;
   (d) all the answers are correct.

5. **The social performance of trade and the quality of life of the population:**
   (a) are unrelated;
   (b) the higher social performance of trade helps to improve the quality of life of the population;
(c) the higher social performance of trade contributes to the deterioration of the population's quality of life;
(d) the higher social performance of trade contributes to the improvement of the quality of life of the population only in the economically developed countries.

6. The social performance of trade and the quality of trade services:
(a) are unrelated;
(b) the higher quality of trade services contributes to the social performance deterioration;
(c) the higher quality of trade services contributes to the improvement of the social performance;
(d) the higher social performance of trade contributes to the improvement of the trade service quality of the population only in the economically developed countries.

7. The social performance of trade in respect of the consumers is:
(a) internal;
(b) external;
(c) dependent;
(d) Independent.

8. The social performance of trade in respect of the employees is:
(a) internal;
(b) external;
(c) dependent;
(d) Independent.

9. The social functions of trade include:
(a) the consumers provision with the information on the quality of goods;
(b) the labor market expansion and the population employment provision;
(c) the consumers’ time saving;
(d) all the answers are correct.

10. The social performance of trade implies:
(a) the external social performance;
(b) the internal social performance;
(c) charity;
(d) all the answers are correct.
11. The environmental performance of trade:
(a) is a component of the social performance of trade;
(b) is absent;
(c) is a component of the social responsibility of trade;
(d) no answer is correct.

12. The internal social performance of a subject of trade implies:
(a) train personnel;
(b) the labor conditions safety provision;
(c) the support of employees in the difficult life situations;
(d) all the answers are correct.

13. The external social performance of a subject of trade implies:
(a) charity;
(b) the help in the emergency situations;
(c) the participation in the environmental programs and activities;
(d) all the answers are correct.

14. The main social function of trade is:
(a) the trade workers’ salary increase;
(b) the population provision with the consumer goods and services at the affordable prices;
(c) the formation of a positive image of the trade industry;
(d) the environment protection.

15. The high social performance of trade implies:
(a) the equitable policies in the human resources management;
(b) the interaction with the state and public structures in order to solve the common social problems;
(c) the responsibility to the society on the whole;
(d) all the answers are correct.

16. The social role of the trade industry is that it:
(a) contributes to the formation of the state budget a lot;
(b) directly affects the quality of life of the population;
(c) provides the jobs;
(d) all the answers are correct.
17. The participation of the subjects of trade in the development of the local communities:
(a) enhances the social performance of trade;
(b) reduces the social performance of trade;
(c) does not affect the social performance of commerce;
(d) no answer is correct.

18. The external social performance of trade is manifested:
(a) in the comfortable labor conditions for the trade workers;
(b) the fair remuneration for the trade workers;
(c) the affordable prices of the consumer goods;
(d) no answer is correct.

19. The internal social performance of trade is formed:
(a) in the management of the labor resources;
(b) in the assortment management;
(c) in the supply chain management;
(d) in the pricing policy development.

20. The high environmental performance of trade implies:
(a) the efficient use of resource;
(b) the energy performance;
(c) the use of the recycled materials;
(d) all the answers are correct.

21. The relationship between social and economic performance of trade:
(a) is absent;
(b) is directly proportional;
(c) is inversely proportional;
(d) no answer is correct.

22. The higher social performance of a subject of trade may contribute to:
(a) the improvement of the image and business reputation;
(b) an increase in the creditworthiness;
(c) an increase in the attractiveness of the organization as an employer;
(d) all the answers are correct.
23. The higher social performance of trade:
   (a) leads to a short-term increase in the economic performance;
   (b) does not affect the economic performance;
   (c) always reduces the economic performance;
   (d) no answer is correct.

24. A change of the social performance of a subject of trade affects:
   (a) the business reputation and other intangible assets;
   (b) the economic indicators;
   (c) the market capitalization;
   (d) all the answers are correct.

25. The formation of a stable positive business reputation of a subject of trade is:
   (a) the means of enhancing the social performance;
   (b) a motive to increase the social performance;
   (c) the means of enhancing the social and environmental performance;
   (d) no answer is correct.

26. The correlation between the social performance and the market capitalization of the trade business:
   (a) is absent;
   (b) exists;
   (c) exists only in the retail trade;
   (d) exists only in the wholesale trade.

27. An increase in the work performance of the trade workers is:
   (a) the means of enhancing the social performance;
   (b) a motive to increase the social performance;
   (c) the means of enhancing the social and environmental performance;
   (d) no answer is correct.

28. In the context of the management of the social performance of trade, the interested parties are:
   (a) consumers;
   (b) the employees;
   (c) the mass media;
   (d) all the answers are correct.
29. The interaction between a subject of trade and the interested parties includes:
   (a) the participation in activities undertaken by the interested parties;
   (b) the compliance with the requirements of standards of the sustainable development;
   (c) an increasing the work performance of the trade workers;
   (d) no answer is correct.

30. The higher social performance of a subject of trade contributes to:
   (a) a reduction of the non-financial risks;
   (b) the non-financial risks growth;
   (c) no change of the non-financial risks;
   (d) no answer is correct.

31. A downfall in the economic performance of trade as a result of the leave of the qualified employees is:
   (a) a reputational risk;
   (b) a social and labor risk;
   (c) an environmental risk;
   (d) all the answers are correct.

32. A downfall in the turnover and income caused by the deterioration of public opinion about the trade organization is:
   (a) a reputational risk;
   (b) a social and labor risk;
   (c) an environmental risk;
   (d) all the answers are correct.

33. The environmental risks of a subject of trade are determined by:
   (a) the negative effects of harm to the environment, the creation of a threat to the life and health of the population;
   (b) the reputation;
   (c) the expenditures on the environmental protection activities;
   (d) the financial performance.

34. The social and labor risks of a subject of trade are:
   (a) the environmental risks;
   (b) the economic risks;
(c) the non-financial risks;
(d) the reputational risks.

35. The economic benefit of the higher social performance is:
(a) the dismissal of the low-qualified personnel;
(b) decrease of turnover costs;
(c) the work performance growth;
(d) all the answers are correct.

36. The social performance and creditworthiness of a subject of trade:
(a) are unrelated;
(b) enhancing of social performance contributes to reducing of creditworthiness;
(c) the higher social performance contributes to a reduction of the creditworthiness only in the retail trade;
(d) no answer is correct.

37. Social performance and competitiveness of a commercial entity:
(a) are unrelated;
(b) enhancing of social performance contributes to reducing of creditworthiness;
(c) enhancing of social performance contributes to enhancing of competitiveness;
(d) no answer is correct.

38. Social and economic performance of trade:
(a) related and dependent;
(b) do not depend on each other;
(c) related and dependent only in retail trade;
(d) related and dependent only in wholesale trade.

39. Efficient Social Marketing helps to:
(a) establish a strong brand and improve business reputation;
(b) reduce turnover costs;
(c) increase staff turnover;
(d) all the answers are correct.
40. With other conditions being equal, increase of social performance of commercial entity contributes to:
   (a) improving employee loyalty;
   (b) improving customer loyalty;
   (c) improving creditworthiness;
   (d) all the answers are correct.

   **Topic 3. Social performance and social responsibility of commerce**

41. Concepts of Social Responsibility and Social Performance:
   (a) are identical;
   (b) social performance means the concept while social responsibility means measurable results of its realization;
   (c) social responsibility mean the concept while social performance means measurable results of its realization;
   (d) are identical when the legislation requirements are followed.

42. The social responsibility of a commercial business involves:
   (a) responsibility of the commercial business before the society;
   (b) responsibility of the society before the commercial business;
   (c) responsibility of the commercial business before the State;
   (d) all the answers are correct.

43. For commercial entities the social responsibility is:
   (a) a law, obligatory rule to follow;
   (b) an ethical principle, concept of doing business;
   (c) constitutional obligation;
   (d) all the answers are correct.

44. Commercial organizations must contribute to improvement of the society according to the theory of:
   (a) corporate egoism;
   (b) charitable obligations;
   (c) corporate altruism;
   (d) responsible activity.
45. According to the theory of “corporate egoism”:
   (a) when complying with the legislation the sole purpose of a business is to increase profits, while concern for the well-being of the society must be the responsibility of the State and non-profit organizations;
   (b) business must not only make efforts to maximize profits, but also be responsible before the society, that is to promote the growth of overall well-being and the preservation of the environment;
   (c) despite the decline of immediate profit as a result of socially oriented expenditures, in the long run, socially responsible behavior stabilizes profits and promotes sustainable business development, that is beneficial for the business;
   (d) no answer is correct.

46. According to the theory of “reasonable egoism”:
   (a) when complying with the legislation the sole purpose of a business is to increase profits, while concern for the well-being of the society must be the responsibility of the State and non-profit organizations;
   (b) business must not only make efforts to maximize profits, but also be responsible before the society, that is to promote the growth of overall well-being and the preservation of the environment;
   (c) despite the decline of immediate profit as a result of socially oriented expenditures, in the long run, socially responsible behavior stabilizes profits and promotes sustainable business development, that is beneficial for the business;
   (d) no answer is correct.

47. Responsibility of commercial organizations for their influence on the society is called:
   (a) social responsibility;
   (b) criminal liability;
   (c) environmental responsibility;
   (d) administrative liability.

48. The concept of corporate social responsibility is used:
   (a) since 2000
   (b) since the 1980s.
   (c) since 1950.
   (d) since 1850.
49. The European Commission defines the corporate social responsibility as:
   (a) business commitment to contribute to sustainable economic development, to labor relations between workers, their families, local community and the society in general to improve the quality of life;
   (b) achievement of commercial success of a commercial organization based on ethical norms and respect for people, communities, the environment;
   (c) responsibility of commercial organizations for their influence on the society;
   (d) no answer is correct.

50. According to the model of A. Carroll the corporate social responsibility includes:
   (a) economic, legal and ethical responsibility;
   (b) economic, legal and philanthropic responsibility;
   (c) ethical and philanthropic responsibility;
   (d) economic, legal, ethical and philanthropic responsibility.

51. According to the model of A. Carroll levels of the corporate social responsibility can be presented in the form of:
   (a) pyramids;
   (b) vertical line;
   (c) circle or graph;
   (d) all the answers are correct.

52. The corporate social responsibility of the commercial business is:
   (a) commercial business commitment to contribute to sustainable economic development, to labor relations between workers, their families, local community and the society in general to improve the quality of life;
   (b) achievement of commercial success of a commercial organization based on ethical norms and respect for people, communities, the environment;
   (c) responsibility of commercial organizations for their influence on the society;
   (d) all the answers are correct.

53. The basic level of the social responsibility of a commercial business involves:
   (a) charitable work;
   (b) a system of bonuses, allowances, extra payments;
(c) obligations to pay wages to employees and taxes;
(d) all the answers are correct.

54. The highest level of the social responsibility of a commercial business involves:
   (a) charitable work;
   (b) a system of bonuses, allowances, extra payments;
   (c) obligations to pay wages to employees and taxes;
   (d) all the answers are correct.

55. The following factors contributed to the development of the concept of the corporate social responsibility in economically developed countries:
   (a) increase of consciousness, expectations and demands of consumers;
   (b) activities of public groups criticizing activities of commercial structures;
   (c) changes in consumer behaviour;
   (d) all the answers are correct.

56. The development of the concept of the corporate social responsibility in Russia helps to:
   (a) bring Russian companies to international markets;
   (b) secure the decrease of non-financial risks;
   (c) compete with foreign companies operating in the Russian market;
   (d) all the answers are correct.

57. Social responsibility programs can be implemented by:
   (a) state-owned enterprises only;
   (b) large private commercial enterprises only;
   (c) commercial networks only;
   (d) commercial enterprises of any size and form of ownership.

58. Greenwashing in commerce:
   (a) is absent;
   (b) possible;
   (c) is possible only in the retail commerce;
   (d) no answer is correct.
59. Stakeholders of a commercial entity are:
(a) consumers;
(b) of investors and shareholders;
(c) employees;
(d) all the answers are correct.

60. Environmental responsibility of commerce:
(a) is a component of the commercial social responsibility;
(b) is extremely low;
(c) absent;
(d) higher than in the field of production.

Topic 4. Assessment of the social performance of commerce

61. The social performance of commerce in the region is characterized by indicators:
(a) consumer price index;
(b) retail turnover per capita;
(c) the number of persons employed in commerce;
(d) all the answers are correct.

62. The main drawback of the expert assessment of the commercial social performance is:
(a) complexity of calculations;
(b) unavailability of source data;
(c) in subjectivity;
(d) all the answers are correct.

63. The method to estimate quantitatively the social performance is:
(a) chain substitutions;
(b) absolute and relative differences;
(c) index;
(d) all the answers are correct.

64. Analysis of the social performance based on data from annual reports of commercial companies utilizes:
(a) content analysis;
(b) factor analysis;
65. The social performance can be assessed:
(a) in commercial networks only;
(b) in public joint-stock companies only;
(c) in network commercial enterprises;
(d) no answer is correct.

66. The main instrument of disclosing information about the social performance of a commercial entity for investors and shareholders is:
(a) a page in a social network;
(b) annual report;
(c) internet site;
(d) no answer is correct.

67. Non-financial reporting of a commercial entity contains information about:
(a) the social performance and social responsibility;
(b) the financial results;
(c) the turnover and profit;
(d) the productivity and profit.

68. Non-financial reporting of a commercial entity:
(a) helps to improve the performance of social activities;
(b) contains information about the social performance and social responsibility;
(c) informs interested persons about the social performance;
(d) all the answers are correct.

69. Preparation of non-financial reporting helps commercial entities to:
(a) improve business reputation;
(b) enhance transparency of the business processes;
(c) position the company as a socially responsible one;
(d) all the answers are correct.

70. Non-financial reporting of a commercial entity can be named:
(a) a report on the corporate social responsibility;
(b) a sustainable development report;
(c) a social report;
(d) all the answers are correct.

71. **Non-financial reporting of a commercial entity is intended for:**
(a) wide range of people;
(b) exclusively for employees;
(c) exclusively for investors and shareholders;
(d) no answer is correct.

72. **Non-financial audit is:**
(a) a procedure for assessing the social performance;
(b) a procedure of verification of information presented in a non-financial report by auditors;
(c) a development process of a social activity management strategy;
(d) no answer is correct.

73. **A result of a non-financial audit is:**
(a) an audit opinion published in a non-financial report;
(b) a non-financial report;
(c) a report on financial results;
(d) a report on sustainable development.

74. **Examination of a non-financial report by representatives of external stakeholders of a commercial entity is called:**
(a) an assessment of the social performance;
(b) public certification;
(c) financial audit;
(d) no answer is correct.

75. **Public certification of a non-financial report helps a commercial entity to:**
(a) increase confidence in the published materials;
(b) add information on the environmental performance to a non-financial report;
(c) develop a plan to improve the social performance;
(d) all the answers are correct.
76. During assessment of the social performance of commerce the following indicators are used:
(a) characteristics of the satisfaction level of consumers in goods and services, decrease costs and save consumers’ time;
(b) characteristics of the conditions and nature of commercial employees;
(c) characteristics of the commercial social performance at the public level;
(d) all the answers are correct.

77. Indicators of the social performance of commerce are:
(a) commercial area per 1000 population;
(b) a share of taxes paid in the turnover or profit;
(c) a ratio of assortment stability;
(d) all the answers are correct.

78. Social performance of commerce at the public level is characterized with:
(a) percent of paid taxes in the turnover or profit;
(b) staff turnover;
(c) an average salary;
(d) all the answers are correct.

79. The internal social performance of trade assesses:
(a) the level of available employees ready for modern labor instruments;
(b) the number of commercial facilities per 1000 population;
(c) a ratio of assortment stability;
(d) the average time cost per single buyer per visit to a commercial facility.

80. During assessment of the external social performance of commerce the following indicators are used:
(a) the level of retraining and professional development of commercial workers;
(b) sanitary and hygienic working conditions;
(c) turnover per capita;
(d) all the answers are correct.
Topic 5. Opportunities and directions for improving the social performance of commerce

81. For commercial entities the need for increase of the social performance is due to:
   (a) increased competition in commerce;
   (b) strengthening of measures of the State regulation;
   (c) changes in expectations and demands of buyers;
   (d) all the answers are correct.

82. Factors that motivate commercial entities to increase the social performance include:
   (a) enhancement of the importance of intangible assets, including business reputation;
   (b) commercial competition in the management of labour resources;
   (c) increase of expectations of consumers;
   (d) all the answers are correct.

83. When planning activities focused on increasing the social performance of a commercial entity the following interests should be considered:
   (a) of staff;
   (b) of investors and shareholders;
   (c) of consumers;
   (d) all the answers are correct.

84. The higher social performance of a commercial entity assumes:
   (a) development of personnel, including professional training;
   (b) optimization of logistics schemes taking into account environmental issues;
   (c) salary increase;
   (d) all the answers are correct.

85. Activities focuses on improvement of the social performance of commerce include:
   (a) introduction of resource-saving technologies, including lighting of commercial facilities;
   (b) creation of a good corporate culture;
   (c) organization of collection of used batteries, waste paper in stores;
   (d) all the answers are correct.
86. Instruments for implementing social programs in commerce are:
(a) financial support for talented youth;
(b) financial support for employees in difficult life situations;
(c) financial assistance to poor people;
(d) all the answers are correct.

87. The following can help to improve the social performance of a commercial entity:
(a) fair wages;
(b) charity;
(c) energy saving;
(d) all the answers are correct.

88. The high social performance of commerce for consumers is supposed to:
(a) inform consumers in good faith about features of goods and services;
(b) ensure confidentiality of personal data of buyers;
(c) ensure the confidentiality of employees’ personal data;
(d) no answer is correct.

89. Improvement of the environmental performance of commerce is supposed to:
(a) reduce the use of paper, including advertising purposes;
(b) introduce wastewater treatment systems in stores;
(c) implement energy-saving technologies;
(d) all the answers are correct.

90. The higher social performance of a subject of trade contributes to:
(a) the decrease of the costs of circulation;
(b) the increase of profitability of sales;
(c) improve the image and business reputation;
(d) all the answers are correct.

91. Improvement of the quality of commercial services:
(a) helps to improve the social performance of commerce;
(b) contributes to decrease the social performance of commerce;
(c) does not affect the social performance of commerce;
(d) no answer is correct.
92. Increase of market capitalization of a commercial business:
(a) helps to improve the social performance of commerce;
(b) contributes to decrease the social performance of commerce;
(c) does not affect the social performance of commerce;
(d) no answer is correct.

93. Implementation of innovative and Internet technologies in activities of a commercial entity:
(a) reduces its social performance;
(b) increases its social performance;
(c) may contribute to both the increase and decrease of its social performance;
(d) does not affect its social performance.

94. Increase of the social performance of commerce is evidenced with:
(a) profit growth;
(b) decrease of turnover costs;
(c) decrease of market capitalization;
(d) no answer is correct.

95. The social performance of commerce is influenced by:
(a) state regulation of commerce;
(b) expectations and preferences of consumers;
(b) qualification of commercial employees;
(d) all the answers are correct.

96. Improvement of the social performance of commerce at the public level facilitates:
(a) improve the quality of commercial services;
(b) training of employees;
(c) provide consumers with complete and reliable information about goods;
(d) no answer is correct.

97. The social performance of a commercial entity depends on its:
(a) policies of the labor management;
(b) pricing policy;
(c) tax policy;
(d) all the answers are correct.
98. **Improvement of the environmental performance of commerce:**
(a) helps to improve the social performance of commerce;
(b) helps to improve the social performance of commerce;
(c) does not affect the social performance of commerce;
(d) no answer is correct.

99. **Improvement of the external commercial social performance helps to:**
(a) improve the quality of commercial services;
(b) optimize and increase stability of the product range;
(c) provide consumers with complete and reliable information about goods;
(d) all the answers are correct.

100. **Improvement of the internal commercial social performance helps to:**
(a) train personnel;
(b) improve the quality of commercial services;
(c) provide consumers with complete and reliable information about goods;
(d) all the answers are correct.
Questions for examination

1. The idea and concept of the social performance of trade.
2. Social performance of trade and sustainable development.
3. The internal social performance of trade.
4. The external social performance of trade.
5. Social functions of trade and their classification.
6. The role of trade in improving the quality of life.
7. Social performance of trade for consumers.
9. The role of trade in the provision of employment.
10. The role of trade in the formation of the State budget.
11. The role of trade in the development of the local communities.
20. Importance and means of disclosing information on social performance of trade.
22. Concept and content of the social responsibility of trade.
23. Levels of the social responsibility of trade.
25. Basic theories of corporate social responsibility.
27. Pyramid of the social responsibility by A. Carroll.
28. Characteristic of the main stakeholders of a subject of trade.
29. Charity as a component of the social responsibility of trade.
30. Environmental responsibility as a component of the social responsibility of trade.
32. Assessment methods of the social performance of trade.
33. Information support of assessment of the social performance of trade.
34. Non-financial reporting and its role in social performance assessment.
35. Qualitative assessment methods of the social performance of trade.
37. Assessment of the social performance of trade in the region.
38. Assessment of the social performance of a subject of a trade.
40. Factors influencing the social performance of trade.
41. State stimulation of the social activity of subjects of trade.
42. Opportunities and directions to improve internal social performance of trade.
43. Opportunities and directions to improve external social performance of trade.
44. Improving the social performance of trade for consumers.
45. Improving the social performance of trade for employees.
46. Opportunities and directions for improving the environmental performance of trade.
47. The role of innovation in improving the social performance of trade.
48. Social performance of trade and Internet technologies.
49. Social performance of trade and intellectual property.
50. Social performance of trade and quality of customer service.
References:


