4 FSW is a multinational company with operations in 6 countries. It manufactures steel for use in the construction industry. Quality assurance is used to ensure quality production. FSW has many stakeholder groups who are interested in its activities. The Managing Director knows FSW's business creates external costs. She is aware that pressure groups try to influence business decisions.

(a) Define 'external costs'.

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..... [2]

(b) Identify **one** objective each of the following stakeholder groups might have:

Employees: .....

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Customers: .....

..... [2]

(c) Identify **four** ways a pressure group might try to influence business decisions.

Way 1: .....

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Way 2: .....

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Way 3: .....

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Way 4: .....

..... [4]

(d) Explain **one** possible benefit and **one** possible drawback to a country of having FSW (a multinational company) operating there.

Benefit: .....

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Explanation: .....

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Drawback: .....

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Explanation: .....

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..... [6]

(e) Do you think quality assurance is the best way for a business to achieve quality production? Justify your answer.

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..... [6]