



RAMA UNIVERSITY

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FACULTY OF COMMERCE AND MANAGEMENT

COURSE: BBA & BCH

SUBJECT: BUSINESS ORGANIZATION

SUBJECT CODE:

BCH204

LECTURE: 7

NAME OF FACULTY: DR. HUMAIRA FATIMA

LECTURE-7



SOCIAL OBJECTIVES:

The important social objectives include the following:

(i) **Supply of Quality Goods at Fair Prices** – The business must supply quality products as desired by the customers. The products should be durable, genuine (not duplicate) and safe. The prices charged for the goods should also be reasonable.

(ii) **Adoption of Fair Trade Practices** – The business should follow fair business practices at all times. It should avoid anti-social practices like hoarding, black-marketing, over-charging the buyers, etc. It should also not indulge in unfair trade practices like spurious products or misleading advertisements.

(iii) **Generation of Employment Opportunities** – Every business should grow and expand its operations to create new jobs for the society. Further, a business should employ suitable people without any discrimination based on caste, creed, sex or religion.

(iv) Employees' Welfare – It is an important responsibility of the business to promote the welfare of its employees. Besides providing fair wages, the business should also provide good working conditions, canteen facility, housing, transport and medical facilities, etc., to the employees.

(v) Community Service – Modern business organizations engage in community service to fulfill their social responsibility and thereby enhance their public image. Community service may be carried out by running dispensaries and schools, encouraging social activities and setting up training centres for the unemployed youths in the backward areas.

(vi) Protection of Environment – Every business house should ensure safety of the local surroundings and the protection of neighbourhood environment. It should take adequate measures to check air, water or noise pollution.