National
Qualifications
2024

X810/76/11

Business Management

THURSDAY, 2 MAY
9:00 AM – 11:45 AM

Total marks — 90

SECTION 1 — 30 marks

Attempt ALL questions.

SECTION 2 — 60 marks

Attempt ALL questions.

You may use a calculator.

It is recommended that you spend 15 minutes reading over the information provided in **SECTION 1** before responding to the questions.

Write your answers clearly in the answer booklet provided. In the answer booklet you must clearly identify the question number you are attempting.

Use **blue** or **black** ink.

Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.

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SECTION 1 — 30 marks

Read ALL the following information and attempt ALL the questions that follow.

Case study removed due to copyright issues

MARKS

The following questions are based on ALL the information provided and on knowledge and understanding you have gained whilst studying the course.

Questions removed due to copyright issues

MARKS

SECTION 2 — 60 marks

Attempt ALL questions

2. (a) Describe the pricing strategies that can be used when launching a product. **5**

(b) Describe **4** strategies an organisation could use to extend the life cycle of a product. **4**

(c) Compare the use of random and quota sampling in market research. **2**

(d) Describe the ways an organisation can promote positive employee relations. **4**

3. (a) Compare the following sources of finance:

- bank loan and government grant
- leasing and hire purchase. **4**

(b) Explain the benefits of preparing a cash budget. **4**

(c) Explain the benefits to an organisation of having a strong corporate culture. **4**

(d) Describe the advantages to a finance department of using accounting software. **3**

4. (a) Describe methods of appraisal. **4**

(b) Discuss the advantages and disadvantages of advertising a job vacancy online. **4**

(c) Compare a tall organisational structure with a flat organisational structure. **3**

(d) Explain the impact of internal factors on decision making. **4**

5. (a) Describe the factors an organisation would consider when choosing a method of production. **5**

(b) Discuss the costs and benefits of methods of ensuring quality. **5**

(c) Describe the use of technology in an operations department. **3**

(d) Describe the importance of public relations (PR) to an organisation. **2**

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