

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

	STUDEN	Γ NUMBE	R				Letter
Figures							
Words							

BUSINESS MANAGEMENT

Written examination

Friday 12 November 2010

Reading time: 3.00 pm to 3.15 pm (15 minutes) Writing time: 3.15 pm to 5.15 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

Number of questions	Number of questions to be answered	Number of marks	
7	7	65	

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 16 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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Answer all questions in the spaces provided.

A	4
Question	
Question	

The Global Financial Crisis has led to a substantial reduction in the number of customers for Flyalot Airlines. Management is predicting that a further drop in customer numbers will occur over the next twelve months. As a result management is reviewing all areas of the organisation.

]	Define the term performance indicator.
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_	1 mark
	Identify and explain how two stakeholder groups of Flyalot Airlines would have been adversely affected by the Global Financial Crisis.
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Identify two management functions. For each function discuss one strategy that Flyalot Airlines could use to overcome the problems caused by decreasing customer numbers.					

could be used to m	neasure the success of the strategy.

Wonderful Toys Company manufactures wooden blocks that were found to contain small amounts of lead pain that can be poisonous to children. The company recalled all of this product.
What management style could Wonderful Toys use in this crisis? Explain why you have chosen this management style. Refer to two features of this style in your explanation.

Compare and contrast two potential management structures that would assist Ms West to achieve these aims. Which management structure would you recommend to Ms West? Justify your choice.	Ms West has just purchased a designer clothing and manufacturing company. She would like to expand the company and start exporting.
	Compare and contrast two potential management structures that would assist Ms West to achieve these aims Which management structure would you recommend to Ms West? Justify your choice.

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Question 4	1
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The Charity Foundation is a service of It aims to raise money and collect go Identify and explain the key element answer provide one example of each	oods to distribute nts of The Charit	to children in ne	eed.	

Ethical and socially responsible management is an important part of an operations management system. Identify and describe two operations management strategies. Discuss the benefits to an organisation of adopting an ethical and socially responsible approach to management in these areas.

a.

Allen's Advertising Agency has recently employed six graduates. After six months, three of the graduates have resigned due to low job satisfaction.

Manager to motiva	te the remaining three gra	aduates.	neory might assist the Hu	

	Locke's motivati		

piani me way one i	financial and one non-	-manciai reward	could improve mo	nivation.

uld be used to ensure	that the new star	if meet the need	s of the organis	sation.	

Question 7	Question	7
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Managing change is a vand restraining forces references to an issue o	which might cause	change in a larg	e-scale organisation	ation. Analyse possib on. Illustrate your an	ole driving swer with

Extra	space	for	res	onses
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Clearly number all responses in this space	

A script book is available from the supervisor if you need extra paper to complete your answer. Please ensure you write your **student number** in the space provided on the front cover of the script book. **At the end of the examination, place the script book inside the front cover of this question and answer book.**

