



Units 3 and 4 Business Management

Practice Exam Question and Answer Booklet

Duration: 15 minutes reading time, 2 hours writing time

Structure of book:

Number of questions	Number of questions to be answered	Number of marks
4	4	65

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers 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:

- This question and answer booklet of 14 pages.

Instructions:

- You must complete all questions of the examination.
- Write all your answers in the spaces provided in this booklet.

Instructions

Answer all questions in the spaces provided.

Questions

Question 1

Budget Airlines, an inexpensive airline company, has prepared its annual productivity reports. The finance manager, Timothy, has assessed these reports and is planning to increase the organisation's market share from its current 10% to 13% within the next year.

- a. Define the term productivity.

1 mark

- b. Outline three characteristics of a large-scale organisation such as Budget Airlines.

3 marks

- c. Identify and explain three key performance indicators that a large-scale organisation such as Budget Airlines may use to assess its productivity.

4 marks

Question 2

Emma is the operations manager at AutoApp, a mobile application software creating company. Most of the employees she supervises are experienced, driven and self-directed IT specialists who often work from home and correspond with Emma through the internet.

- a. Define operations management and explain how good operations management assists organisations in achieving business objectives and strategies.

3 marks

- b. Suggest and justify one management style Emma should adopt in her position as senior manager. Discuss three management skills that Emma could utilise for this style of management.

5 marks

- c. Discuss how the management style selected in part b. may contribute to the corporate culture at AutoApp.

2 marks

- d. Explain how two strategies of the operations function, materials management and technology, can assist operations managers such as Emma in improving business competitiveness with regards to cost and quality.

7 marks

Question 3

The Human Resource manager, Erin, needs to recruit a new marketing manager who will be in charge of overseeing 3 junior managers and 40 employees. Because of a recent drop in profits, Erin has been put on a tight budget and needs to hire a new marketing manager before the current marketing manager leaves for his new position in two weeks.

- a. Suggest and justify whether Erin should seek to recruit internally or externally.

4 marks

- b. Why is it important for a Human Resource manager to undertake a job analysis before recruiting candidates for the position? In your answer, refer to job description and specification.

6 marks

7 marks

Total: 17 marks

10 marks

End of Booklet

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