

FOR OFFICIAL USE

--	--	--	--	--	--

Total Mark

--

NATIONAL QUALIFICATIONS 2013

**BUSINESS
MANAGEMENT
INTERMEDIATE 1**



* X 2 3 4 1 0 0 1 *

X234/10/01

THURSDAY, 23 MAY 9.00 AM – 10.15 AM

Fill in these boxes and read what is printed below.

Full name of centre

Town

--

--

Forename(s)

Surname

Number of seat

--

--

--

Date of birth

Day

Month

Year

Scottish candidate number

--	--

--	--

--	--

--	--	--	--	--	--	--	--	--	--

50 marks are allocated to this paper.

25 marks for Section **One** and 25 marks for Section **Two**.

Read each question carefully.

Attempt **all** the questions.

All answers are to be written in **this** answer book.

Do **not** write in the margins.

Before leaving the examination room you must give this book to the Invigilator. If you do not, you may lose all the marks for this paper.



* X 2 3 4 1 0 0 1 0 1 *

SECTION ONE

This section should take you approximately 35 minutes.

Read the following passage and then answer the questions on *Pages three to eleven* of the question paper.

Social Media Can Help Rather Than Hinder Your Staff



Social media, such as Facebook, has its fans and followers. It also has those who believe it's an utter waste of time and should be banned from the workplace so as not to distract employees. But social media can be used internally as a communications tool for employees. While many use social media outside the office, inside there are still messages left on Post-it notes. It can be used for working together on projects and to connect different employees that are scattered around different sites.

Workforces are increasingly global, so new ways of working together through the use of social media can help management. By watching the internal social communications, it's possible to identify which areas of the company need additional resources to help improve performance. The results can be very worthwhile. A law firm, MacRoberts, has seen noticeable improvements, such as immediate feedback and improved communication between departments.

MacRoberts uses LinkedIn and Twitter and is considering an invitation-only Facebook group as an alternative to the traditional noticeboard and newsletters for the more social side of the firm's activities. They also use a system called Lync, which allows instant messaging and discussion forums to take place.

Linsey Wright, Marketing and Business Development Director, says social media has resulted in closer working relationships as it is more personal than other formal methods of communication. It also encourages discussion between staff of all levels. Managers who were seen as almost unapproachable by more junior members of staff now seem directly contactable.

However, not everyone is happy about using social media in the workplace, says Wright. "Given the highly confidential nature of our business, security is always a concern. But there are tools which can be set up to overcome that".

[http://business.scotsman.com/michelle-rodger/
Michelle-Rodger-Social-media-can.6822151.ip?articlepage=1](http://business.scotsman.com/michelle-rodger/Michelle-Rodger-Social-media-can.6822151.ip?articlepage=1)



QUESTIONS

Answer ALL the questions.

1. Social media is a form of ICT.
Describe 2 advantages of using ICT.

Advantage 1 _____

Advantage 2 _____

2



Marks

2. Employees may require training to use ICT.

(a) Describe the following 2 types of training.

<i>Training</i>	<i>Description</i>
On the Job	
Induction Training	

2



Marks

2. (continued)

(b) Outline **2** costs of training employees.

Cost 1	
Cost 2	

2



Marks

3. MacRoberts law firm is a partnership.

(a) Describe 2 advantages and 2 disadvantages of a partnership.

Advantage 1	
Advantage 2	
Disadvantage 1	
Disadvantage 2	

4



Marks

3. (continued)

- (b) (i) Identify **2** methods of raising finance available to a partnership.

Method 1 _____

Method 2 _____

2



3. (b) (continued)

(ii) Describe a **different** advantage and disadvantage of **each** method of finance identified in (b)(i).

	<i>Advantage</i>	<i>Disadvantage</i>
Method 1		
Method 2		

4



3. (continued)

(c) **Other** than a partnership, identify and describe **one other** type of business organisation.

<i>Type of Business Organisation</i>	<i>Description</i>

2



Marks

4. MacRoberts provides a service to their customers.

(a) Identify the sector of industry MacRoberts operates in.

1

(b) Describe **the other 2** sectors of industry and give an example of each.

<i>Description of Sector of Industry</i>	<i>Example</i>

4



Marks

4. (continued)

(c) MacRoberts aims to provide a good quality service.
Suggest **2 other** suitable objectives for a partnership.

Objective 1 _____

Objective 2 _____

2
(25)

[END OF SECTION ONE]



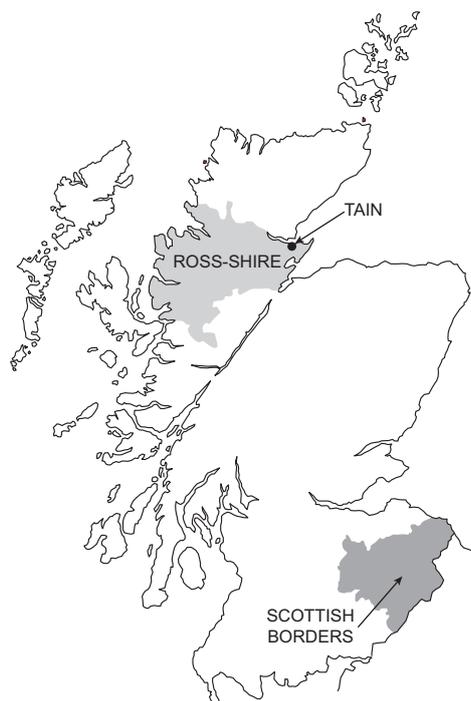
SECTION TWO

This section should take you approximately 35 minutes.

Read the following passage and then answer the questions on Pages fourteen to twenty-one of the question paper.

Tartan Trendsetters Journey from Tain to Milan

A Highland company is taking the fashion world by storm with the launch of its tartan designs in Milan. The textile, ceramics and furniture firm ANTA is based in Tain. It has been handpicked as the flagship brand in a new department store called Excelsior, in the Italian fashion capital. ANTA was chosen by Excelsior's buying team for its high-quality, modern designs which are almost entirely produced in Scotland.



ANTA was founded in the Highlands 25 years ago by designer Annie Stewart and her husband Lachlan, an architect. ANTA's other outlets include stores in Edinburgh, a showroom at its factory in Ross-shire and an online shop. All its goods are made in Scotland. The woollen yarn used for the carpets and tweeds is sourced in the Western Isles and is woven in the Scottish Borders. The oak furniture is made in the Highlands and some of the wood is home-grown.



ANTA — A Proud Tradition

Managing Director Annie Stewart said she was confident ANTA, which employs 28 people, would rise to the demands of the Italian market.

She said, “Scotland has a long, proud tradition of producing high quality design and textiles and now ANTA is getting a great chance to demonstrate how we combine tradition with contemporary style in one of the most stylish cities in the world”.

She added, “I am sure the Italians will love it”.

Excelsior’s main buyer, Dario Spadea Pandolfi, commented, “We needed a British company to complete the store’s global offering and give a true sense of British style and quality manufacture”.

ANTA

“ANTA made complete sense to us due to their attention to detail, glorious colours and the finest materials all made in Scotland”.

**<http://news.scotsman.com/inverness/Tartan-trendsetters-journey-from-Tain.6827497.jp>
BBC news
www.anta.co.uk**



QUESTIONS

Answer ALL the questions.

1. (a) Suggest 2 reasons why ANTA sells its products online.

Reason 1 _____

Reason 2 _____

2

- (b) Give 2 types of information ANTA could put on its website.

Type 1	
Type 2	

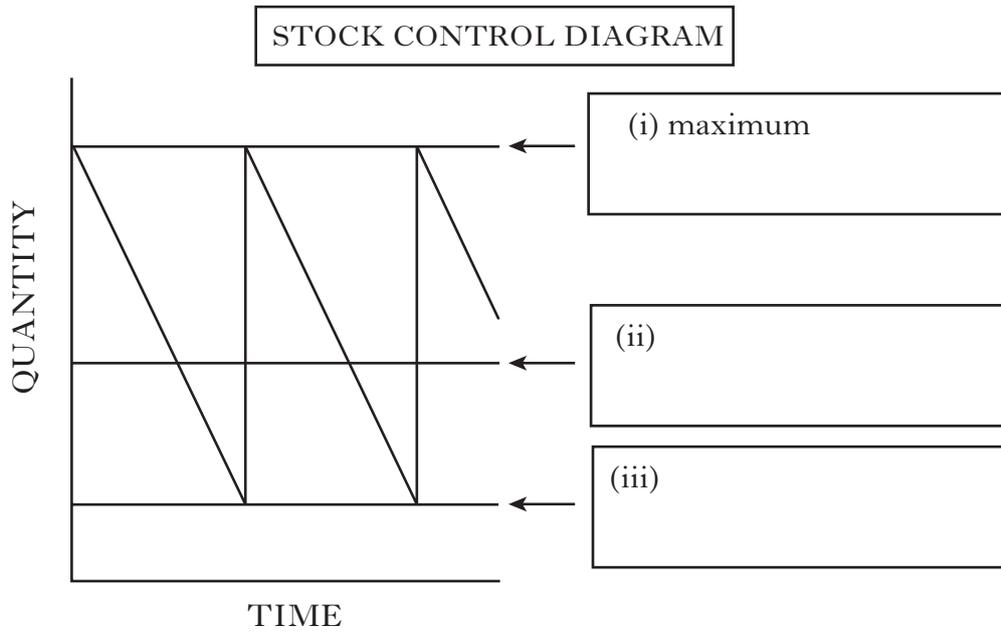
2



Marks

2. ANTA will have to ensure that it has the correct materials to produce its goods.

(a) Using the diagram below, identify each of the stock levels labelled (i)—(iii). The first one has been completed for you.



2



Marks

2. (continued)

(b) Describe 2 methods of production that could be used by ANTA.

	<i>Description</i>
Method of production 1	
Method of production 2	

2



Marks

3. Annie Stewart (Owner) of ANTA employs 28 people.
- (a) Describe how each of the following may use business information.
- (A **different** use should be described for each.)

Annie Stewart (Owner)	
Employees	

2

- (b) When recruiting employees businesses must follow employment laws.

Outline **2** areas of discrimination covered by the Equality Act 2010.

Area 1 _____

Area 2 _____

2



* X 2 3 4 1 0 0 1 1 7 *

Marks

3. (continued)

(c) Define the following human resource terms.

<i>Term</i>	<i>Definition</i>
Temporary Contract	
Works Council	

2



Marks

4. ANTA carries out market research.

Describe the following methods of market research and give an example of each.

<i>Method</i>	<i>Description</i>	<i>Example</i>
Field Research		
Desk Research		

4



* X 2 3 4 1 0 0 1 1 9 *

Marks

5. (a) Describe the following financial statements.

<i>Financial Statement</i>	<i>Description</i>
Trading Account	
Cash Budget	

2

(b) Identify **one other** financial statement that a business might prepare.

1



* X 2 3 4 1 0 0 1 2 0 *

Marks

6. Use the table below to answer the following questions.

- (a) Identify a software package that would be used by each of the following functional areas.
 - (b) Describe a task that could be carried out using the software package identified.
- (A **different** software package should be given for each area.)

2

2

<i>Functional Area</i>	<i>Software Package</i>	<i>Task</i>
Marketing		
Human Resources		

(25)

[END OF SECTION TWO]

[END OF QUESTION PAPER]



ADDITIONAL SPACE FOR ANSWERS

DO NOT
WRITE IN
THIS
MARGIN

--	--



ADDITIONAL SPACE FOR ANSWERS

DO NOT
WRITE IN
THIS
MARGIN

--	--



Section One	
Section Two	

ACKNOWLEDGEMENTS

Section One—Image of a Blackberry phone. Permission is being sought from Blackberry.

Section One—Image of an HTC phone. Permission is being sought from HTC.

Section One—Logo – LinkedIn. Permission is being sought from LinkedIn.

Section One—Logo – Facebook. Permission is being sought from Facebook.

Section One—Twitter logo is reproduced by permission of Twitter under their Twitter Trademark and Content Display Policy.

Section One—Article is adapted from “Social media can help rather than hinder your staff” by Michelle Rodger from *The Scotsman*, Saturday 20 August 2011. Permission is being sought from Michelle Rodger.

Section Two—Logo and information are reproduced by kind permission of ANTA.

Section Two—Article is adapted from a number of sources including www.news.scotsman.com/inverness/Tartan-trendsetters-journey-from-Tain.6827497, August 2011. Reproduced by permission of The Scotsman Publications Ltd.

Section Two—Article is adapted from a number of sources including “Textile firm Anta to open shop in Milan” from BBC News, Scotland Business, 30 August 2011. Reproduced by kind permission of BBC News.

