



National
Qualifications
2019

X710/77/11

**Business Management
Case Study**

THURSDAY, 16 MAY

9:00 AM – 11:45 AM

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

The questions can be found in the question paper X710/77/21.



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**Business Management
Questions**

THURSDAY, 16 MAY

9:00 AM – 11:45 AM

Total marks — 80

SECTION 1 — 40 marks

Attempt ALL questions.

SECTION 2 — 40 marks

Attempt ALL questions.

It is recommended that you spend 15 minutes reading over the information provided in the Case Study 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 — 40 marks

Read ALL the information in the case study and attempt ALL the questions.

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

1. Evaluate the effectiveness of McDonald's business model in helping it to grow. 8

2. Using evidence from the case study, explain the impact of McDonald's use of classical management practices. 6

3. Analyse McDonald's decision to sell an 80% equity stake of its operations in China. (Your response **must** include a force field diagram.) 8

4. Explore the possible effects of McDonald's relocating its European holding company from Luxembourg to the UK on
 - UK economy
 - US economy
 - McDonald's.6

5. With reference to **Exhibit 1**, explain how McDonald's sustainable restaurant design may impact the profits of its franchisees. 6

6. Explain the concerns to McDonald's shown in the financial analysis in **Exhibit 2**. 6

SECTION 2 — 40 marks

Attempt ALL questions

- | | | | |
|-----|-----|--|----|
| 7. | (a) | Discuss the impact of the Equality Act 2010 on the recruitment and selection process. | 6 |
| | (b) | Describe different types of discrimination. | 4 |
| 8. | (a) | Describe possible barriers to change within organisations. | 4 |
| | (b) | Explain the use of Kurt Lewin's stages of change model to assist the effective management of change within organisations. | 6 |
| 9. | | Explore the impact on UK organisations of monetary policy, fiscal policy and legislation, other than the Equality Act 2010. | 10 |
| 10. | (a) | Explore the effects of following a policy of Corporate Social Responsibility on an organisation's Marketing and Operations functional areas. | 6 |
| | (b) | Discuss the findings of Elton Mayo's Hawthorne Experiments. | 4 |

[END OF QUESTION PAPER]

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