AH National Qualifications 2026

X810/77/21

Business Management Questions

FRIDAY, 24 APRIL

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.

You must leave your answer booklet on your desk; if you do not, you could lose all the marks for this paper.

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MARKS

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. Analyse whether Netflix should pursue its expansion into live sports streaming. (A force field analysis **must** be included in your answer.) **8**

2. Describe the activities carried out by Netflix's functional areas when implementing its environmental policy. **6**

3. Describe how the traits valued by Netflix, shown in **Exhibit 1**, contribute to effective leadership. **8**

4. Explore the effects on Netflix's stakeholders of the statistical data in **Exhibit 2**. **6**

5. Describe, using **Exhibit 3**, the impact on Netflix of the following:

- digital service taxes
- transfer pricing. **6**

6. Explain how Netflix's use of artificial intelligence (AI) can improve its competitiveness. **6**

MARKS

SECTION 2 — 40 marks

Attempt ALL questions

7. (a) Describe the aims of the European Union (EU). **4**

(b) In 2025, the UK's largest trading partner was the European Union (EU).

Discuss the effects of trade between organisations in the UK and the EU. **6**

8. With reference to Tuckman, describe the ways a manager can support the stages of a team's development. **10**

9. (a) Describe McGregor's Theory Y approach to management. **4**

(b) Explore the ideas of the contingency school of management. **6**

10. Evaluate the effectiveness of the following approaches to managing change:

- top-down
- piecemeal
- change agents. **10**

[END OF QUESTION PAPER]

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