



National  
Qualifications  
2024

**X810/76/11**

**Business  
Management**

THURSDAY, 2 MAY  
9:00 AM – 11:45 AM

**Total marks — 90**

**SECTION 1 — 30 marks**

Attempt ALL questions.

**SECTION 2 — 60 marks**

Attempt ALL questions.

You may use a calculator.

It is recommended that you spend 15 minutes reading over the information provided in **SECTION 1** 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.



\* X 8 1 0 7 6 1 1 \*

**SECTION 1 — 30 marks**

**Read ALL the following information and attempt ALL the questions that follow.**

**Case study removed due to copyright issues**









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

Questions removed due to copyright issues

## SECTION 2 — 60 marks

Attempt ALL questions

- |    |     |   |   |
|----|-----|---|---|
| 2. | (a) | Describe the pricing strategies that can be used when launching a product.  | 5 |
|    | (b) | Describe 4 strategies an organisation could use to extend the life cycle of a product.  | 4 |
|    | (c) | Compare the use of random and quota sampling in market research.  | 2 |
|    | (d) | Describe the ways an organisation can promote positive employee relations.  | 4 |
| 3. | (a) | Compare the following sources of finance: <ul style="list-style-type: none"><li>• bank loan and government grant</li><li>• leasing and hire purchase.</li></ul> | 4 |
|    | (b) | Explain the benefits of preparing a cash budget.  | 4 |
|    | (c) | Explain the benefits to an organisation of having a strong corporate culture.   | 4 |
|    | (d) | Describe the advantages to a finance department of using accounting software.   | 3 |
| 4. | (a) | Describe methods of appraisal.  | 4 |
|    | (b) | Discuss the advantages and disadvantages of advertising a job vacancy online.   | 4 |
|    | (c) | Compare a tall organisational structure with a flat organisational structure.   | 3 |
|    | (d) | Explain the impact of internal factors on decision making.  | 4 |
| 5. | (a) | Describe the factors an organisation would consider when choosing a method of production.   | 5 |
|    | (b) | Discuss the costs and benefits of methods of ensuring quality.  | 5 |
|    | (c) | Describe the use of technology in an operations department.   | 3 |
|    | (d) | Describe the importance of public relations (PR) to an organisation.  | 2 |

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