



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: 4
- bank loan and government grant
  - leasing and hire purchase.
- (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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