

EXTERNAL ASSESSMENT SAMPLE 2020

BUSINESS STUDIES

Course Code: BST315116

SECTION A

Time allocated: 40 minutes

Candidates **MUST** answer **TWO** questions from this section.

ONE question from each of the following parts:

- Part 1 – The Business Environment:

Question 1 OR Question 2 OR Question 3

- Part 2 – Operations Management:

Question 4 OR Question 5 OR Question 6

Unit 1

Question 1

- a) Explain **TWO** factors influencing choice of legal structure. (2+2 = 4 marks)
- b) Briefly explain the features of a private company and the features a public company. (3+3 = 6 marks)

Question 2

- a) Management and business culture are both internal influences on business. Choose **ONE** of these and briefly explain how it impacts the operation of a business using **ONE** example. (4 marks)
- b) Describe the role of **TWO** regulatory bodies in the external business environment. (3+3 = 6 marks)

Question 3

- a) Define entrepreneurship and identify **TWO** characteristics commonly attributed to entrepreneurs. (2+2= 4 marks)
- b) Define business ethics and explain **FOUR** benefits to an organisation of adopting ethical, socially and environmentally responsible management practices. (2+4 = 6 marks)

Unit 2

Question 4

- a) Distinguish between established and leading-edge technology, which may be used in the transformation process. (2+2= 4 marks)
- b) Using **ONE** example, describe how quality management for a product or a service can lead to less waste and increased profits. (2+2+2 = 6 marks)

Question 5

- a) Explain operational decisions and identify **TWO** examples of **operational** decisions an Operations Manager may need to make. (2+2 = 4 marks)
- b) Describe **TWO** areas of **strategic** decision-making and provide **ONE** example of each. (2+2+2 = 6 marks)

Question 6

- a) Briefly explain the legal concept of breach of contract and its implications for business. (2+2 = 4 marks)
- b) Define offshore production. Explain **ONE** benefit and **ONE** potential issue associated with this operations strategy. (2+2+2 = 6 marks)