



National  
Qualifications  
2017

**X710/77/21**

## **Business Management Questions**

TUESDAY, 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.



\* X 7 1 0 7 7 2 1 \*

## 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. Explain, using evidence from the case study, the impact on Sainsbury's of the changes in the UK grocery market.                     | 6 |
| 2. Analyse Sainsbury's decision to acquire Home Retail Group plc. (Your response must include a force field diagram.)                  | 8 |
| 3. Explain the ways in which Sainsbury's use of technology could improve its financial position.                                       | 6 |
| 4. Explain how Sainsbury's ensures a committed workforce.  | 8 |
| 5. Using evidence from the case study, describe how Sainsbury's could measure its performance.   | 4 |
| 6. Explore the benefits to Sainsbury's stakeholders if its 2020 sustainability targets are achieved, including reference to Exhibit 2. | 8 |

## SECTION 2 — 40 marks

Attempt ALL questions

- |   |    |
|---|----|
| 7. With reference to Mintzberg, explore the impact of the different roles of a manager on an organisation.  | 10 |
| 8. (a) Explore the effects of transfer pricing on a multinational and its host countries.   | 4  |
| (b) Other than transfer pricing, discuss the costs and benefits to a host country of a multinational organisation.  | 6  |
| 9. (a) Analyse the factors which have led to Corporate Social Responsibility becoming an essential part of organisation policy.   | 4  |
| (b) There are many dimensions to Corporate Social Responsibility. Focusing solely on the environment, explore initiatives organisations can implement to ensure they are satisfying stakeholders. | 6  |
| 10. Discuss the effectiveness of the following approaches to managing change: <ul style="list-style-type: none"><li>• top-down</li><li>• participative.</li></ul>                                 | 10 |

[END OF QUESTION PAPER]

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE