



National
Qualifications
2024

X810/77/21

Business Management Questions

THURSDAY, 2 MAY

1:00 PM – 3:45 PM

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 8 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. Describe how Domino's Pizza Group plc's sustainability progress, shown in **Exhibit 1**, benefits its stakeholders and the environment. 6
2. Explore the management theories relevant to Domino's Pizza Group plc's policies and practices. 8
3. Evaluate, using the UK fast-food market data, the following changes Domino's Pizza Group plc implemented:
 - introduced a delivery charge
 - established a strategic partnership with Just Eat.6
4. Analyse the viability of Domino's Pizza Group plc using drones to deliver pizzas. (A force field analysis diagram **must** be used in your answer.) 8
5. Using the information in **Exhibit 2**, explain the possible impact of the UK and Scottish governments on Domino's Pizza Group plc's franchisees. 6
6. Explore the effects of Domino's Pizza Group plc's progress in 2022 using its key performance measures (KPMs), shown in **Exhibit 3**. 6

SECTION 2 — 40 marks**Attempt ALL questions**

7. (a) Trade between the UK and China was worth over £107 billion in 2023, placing China as the UK's fourth largest trading partner.

Explore the reasons for the increase in trade between UK organisations and China in recent years.

6

- (b) Describe the challenges facing UK organisations trading with and expanding into China.

4

8. Discuss the possible benefits of a multinational organisation expanding its global operations to the:

- home country
- host country.

10

9. (a) For every female Chief Executive Officer (CEO) in the Financial Times Stock Exchange (FTSE) 350 there are more than 20 male CEOs.

Describe how organisations in the UK could improve gender representation in the workforce.

4

- (b) Discuss the benefits for a multinational organisation of having a diverse workforce.

6

10. Describe the activities carried out by a change agent at each of the following stages of Lewin's management of change model:

- unfreezing
- changing
- refreezing.

10

[END OF QUESTION PAPER]

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE