



National  
Qualifications  
2018

**X710/77/21**

## **Business Management Questions**

FRIDAY, 18 MAY

9:00 AM – 11:45 AM

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**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. Discuss the impact of Vodafone's employee training and development on achieving a high-performance culture.                                        | 6 |
| 2. Analyse the drivers and resistors of Vodafone's decision to continue its expansion into India. (Your response must include a force field diagram.) | 8 |
| 3. Explore the ways regulation is affecting Vodafone.                                                                                                 | 4 |
| 4. Explain the impact of Vodafone's initiatives through its Women's Empowerment goal.                                                                 | 8 |
| 5. Explain, using Exhibit 3, possible reasons for the changes in Vodafone's performance between 2013 and 2016.                                        | 6 |
| 6. Explore the ways Vodafone's business model helps it to become a high quality provider.                                                             | 8 |

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

- |     |     |                                                                                                                                           |    |
|-----|-----|-------------------------------------------------------------------------------------------------------------------------------------------|----|
| 7.  | (a) | Describe the contingency theory of management.                                                                                            | 4  |
|     | (b) | Explore the relevance of contingency theory of management to UK organisations today.                                                      | 6  |
| 8.  | (a) | Explore the benefits to UK organisations of increased foreign direct investment in China and the Association of South East Asian Nations. | 6  |
|     | (b) | Explain the negative impact the success of the Association of South East Asian Nations and China may have on UK organisations.            | 4  |
| 9.  |     | Discuss the impact of e-commerce on the functional areas of an organisation.                                                              | 10 |
| 10. | (a) | Evaluate the use of a Gantt chart to improve a manager's time and task management.                                                        | 4  |
|     | (b) | Discuss the use of Belbin's team roles in improving the effectiveness of a group.                                                         | 6  |

**[END OF QUESTION PAPER]**

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