



ICM

SEPTEMBER 2015

BUSINESS MANAGEMENT & ADMINISTRATION

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1.
 - a) Evaluate the main functions within an organisation, as described by Henri Fayol.
 - b) Analyse the effectiveness of this theory to business management today. [10 each]
 2. With the aid of diagrams, evaluate the most appropriate type of authority for the following organisations:
 - a) A small engineering company
 - b) A large multinational corporation
 - c) A self-employed shop owner with 10 staff
 - d) The economics department of a university [5 each]
 3.
 - a) Compare and contrast the main features of general and limited partnerships. [6 each]
 - b) Analyse the significance of unlimited liability to sole traders and limited partnerships. [8]
 4. With the aid of specific examples, evaluate how EACH of the FOUR types of production might be used for the production of bicycles. [5 each]
 5.
 - a) Analyse the relationship between the purchasing and production departments of a manufacturing company. [10]
 - b) With the aid of a suitable diagram, explain how economic order quantities are maintained. [8 + 2 for format]
 6.
 - a) For a product of your own choice, evaluate the main areas of market research appropriate to that product. [11]
 - b) Identify the media outlets most suitable for the following:
 - i A computer tablet manufacturer
 - ii A large restaurant chain
 - iii A large Internet-based retailer [3 each]
 7. You work for a large multinational organisation and the management wishes to update the means of electronic communication within the organisation. Critically appraise the alternative electronic methods of internal communication that might be available to such an organisation. [20]
 8.
 - a) Briefly define the term **risk management**. [2]
 - b) Evaluate how the SIX main types of risk faced by a large manufacturing company might be managed. [18]