

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 5 BUSINESS ENVIRONMENT, STRUCTURE AND GOVERNANCE

MONDAY 17 JUNE 2013 1.30PM

TIME: 1 HOUR

INSTRUCTIONS TO CANDIDATES

Fill in all the boxes below. Use CAPITAL LETTERS.

CENTRE DETAILS

Centre Number	Centre Name

COMPUTER REF

6	1	3	1	0	3	3	1
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CANDIDATE DETAILS

Surname or Family Name	First Name	Initials of Other Forenames	DATE OF BIRTH							
			D	D	M	M	Y	Y	Y	Y

- Do **NOT** open the booklet until told to do so by the invigilator.
- Answer **ALL** questions.
- Write your answers in the spaces provided on the question paper.
- Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Use black ink.

INFORMATION FOR CANDIDATES

The total number of marks for this paper is **50**.

FOR EXAMINERS' USE ONLY			
1		7	
2		8	
3		9	
4		10	
5		11	
6		12	
TOTAL =			

Answer **all** questions.

- 1 Warterford Ltd is a trust.
What is a trust?

(1 mark)

- 2 Explain why corporate governance is needed in an incorporated business.

(2 marks)

- 3 Define the term 'external stakeholder'.

(2 marks)

5 Describe the role of the marketing function within a business.

(3 marks)

6 Outline **three** ways in which the Data Protection Act affects how the Marketing Department of a business operates.

1

2

3 _____

(6 marks)

7 Identify **two** ways in which market structure affects competitive behaviour.

1 _____

2 _____

(2 marks)

8 Explain how an ageing population may affect a business.

(8 marks)

(Total for paper 50 marks)

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