

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 |

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)

- 4 The executives of a company are planning to relocate the business to a different part of the country. This is likely to cause a conflict of interest with the company's employees.

Explain to the company's executives how they should deal with this conflict of interest.

(8 marks)

[Turn over

- 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.

(10 marks)

- 9 Define the term 'organisational culture'.

(2 marks)

- 10 Explain Schein's theory of organisation culture.

(4 marks)

11 State how decisions are made in a:

- centralised organisation.

- decentralised organisation.

(2 marks)

12 Explain how sponsorship can be used by a business to meet its corporate social responsibilities.

(8 marks)

(Total for paper 50 marks)

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