SECTION A

MODULE 1: BUSINESS AND ITS ENVIRONMENT

Answer ONE question from this section.

- (a) Define the term 'mission statement' and outline THREE reasons why a mission statement is important to a business.
 - (i) Identify FOUR criteria that can be used to measure the size of a business.
 [4 marks]
 - (ii) Evaluate the effectiveness of THREE of the criteria identified in (b) (i) above[13 marks]

Total 25 marks

- 2. A firm is contemplating whether to include social responsibility as one of its main objectives.
 - (a) Discuss THREE main objectives of a typical business organization. [13 marks]
 - (b) Define the term 'social responsibility', giving TWO examples of how a firm can display social responsibility. [6 marks]
 - (c) Outline THREE reasons why it is important for a firm to practise 'social responsibility'.
 [6 marks]

Total 25 marks

SECTION B

MODULE 2: MANAGEMENT OF PEOPLE

Answer ONE question from this section.

- John, the manager of KPJ Co. Ltd. has been described by his workers as a participative leader.
 - (a) Define the term 'participative leadership'.

[3 marks]

- (b) Discuss TWO advantages and TWO disadvantages of the participative style of leadership. [16 marks]
- (c) Outline THREE situations in which the participative style of leadership would be useful to KPJ Co. Ltd. [6 marks]

Total 25 marks

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Sabine Zange

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