

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 4 BUSINESS ENVIRONMENT

WEDNESDAY 21 JANUARY 2015 9.30 AM TIME: 2 HOURS 30 MINUTES

INSTRUCTIONS TO CANDIDATES

Fill in all the boxes below. Use CAPITAL LETTERS.

CENTRE DETAILS

Centre Number	Centre Name

COMPUTER REF

1	1	5	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.
- You have 30 minutes reading time at the start of the examination.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part question.

The total number of marks for this paper is **90**.

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

1 Using evidence in the case study, identify **two** organisational purposes of *InSaddle Ltd*.

1 _____

2 _____

(2 marks)

2 Identify **two** stakeholders with an interest in *InSaddle Ltd* and state **a** likely objective of each of these stakeholders.

1 _____

2 _____

(4 marks)

3 Using evidence in the case study, explain **two** ways in which *InSaddle Ltd* has chosen to meet its social responsibilities.

1 _____

2 _____

(4 marks)

5 Explain **two** possible reasons why the anti-dumping levy imposed on bicycle imports from China could result in a misallocation of resources in the European market for bicycles.

1 _____

2 _____

(4 marks)

(20 marks)

7 The specialist market in which *InSaddle Ltd* operates is monopolistically competitive.

Explain how operating in a monopolistically competitive market structure affects the pricing decisions of *InSaddle Ltd*.

(3 marks)

8 Explain **three** ways in which increasing consumer demand for E-bikes is likely to affect *InSaddle Ltd.*

1 _____

2 _____

3 _____

(9 marks)

[Turn over

(12 marks)

10 Explain what is meant by a common external tariff.

(2 marks)

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