

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 4 BUSINESS ENVIRONMENT

WEDNESDAY 19 JUNE 2013

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

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.
- 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.

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

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

(2 marks)

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

(4 marks)

- 3 The suppliers of coal and bottled gas for Warm-Glo Ltd's products want it to promote the more efficient use of energy.

Explain **two** possible reasons why Warm-Glo Ltd may be reluctant to support the more efficient use of energy.

(4 marks)

- 4 Explain how an international group such as the Organisation for Petroleum Exporting Nations (OPEC) is able to maintain an artificially high price in markets for oil.

You may draw a diagram (in the space below) as part of your answer, but it is not necessary in order to gain full marks.

(4 marks)

7 Using evidence in the case study, illustrate **three** ways in which consumer choice is likely to affect the demand for modern space-heaters.

1 _____

2 _____

3 _____

(6 marks)

(20 marks)

10 Explain **two** likely impacts of the European Single Market on Warm-Glo Ltd's operations.

1 _____

2 _____

(6 marks)

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