

**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

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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 =			

Ofqual Qualification Reference Number: 600/6039/6

**H057 JUN13**

**This document consists of 12 pages. Any blank pages are indicated.**

Answer **all** questions.

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

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**(1 mark)**

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

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**(2 marks)**

- 3 Define the term 'external stakeholder'.

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**(2 marks)**



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

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(3 marks)

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

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(6 marks)

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

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(2 marks)

8 Explain how an ageing population may affect a business.

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**(10 marks)**

9 Define the term 'organisational culture'.

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**(2 marks)**

10 Explain Schein's theory of organisation culture.

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**(4 marks)**





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**(8 marks)**

**(Total for paper 50 marks)**

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