



OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 4 BUSINESS ENVIRONMENT

WEDNESDAY 22 JANUARY 2014 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	4	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 =			

Ofqual Unit Reference Number: Y/601/0546

H055 JAN14

This document consists of 16 pages. Any blank pages are indicated.

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

1) _____

(1 mark)

2) _____

(1 mark)

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

1) _____

(2 marks)

2) _____

(2 marks)

3 Explain **two** possible ways in which CitySalus' General Practice Service area could improve its client satisfaction rate.

1) _____

(3 marks)

2) _____

(3 marks)

- 8 Concerns about job security among staff of a financial services firm are contributing to their high stress levels. CitySalus has been contracted to supply counselling services for a number of these staff.

Explain **two** possible impacts on CitySalus of accepting this contract.

1) _____

(2 marks)

2) _____

(2 marks)

9 Explain **two** possible reasons why CitySalus is buying its new MRI Scanner from abroad.

1) _____

_____ (2 marks)

2) _____

_____ (2 marks)

10 Advise the Executive Board of CitySalus on how an ageing population could affect its operations.

11 There has been an outbreak of a virus in the Far East.

Analyse **two** ways in which CitySalus should react to this outbreak.

1) _____

(3 marks)

2) _____

(3 marks)

(12 marks)

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