

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 4 BUSINESS ENVIRONMENT

Wednesday 18 June 2014

9.30 AM

TIME: 2 hours plus 30 minutes
reading time

INSTRUCTIONS TO CANDIDATES

Fill in all the boxes below. Use CAPITAL LETTERS.

CENTRE DETAILS

Centre Number	Centre Name

COMPUTER REF

6	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			
TOTAL =			

1 Using evidence in the case study, identify **three** organisational purposes of Fibracquet Ltd.

1) _____

2) _____

3) _____

(3 marks)

2 Identify **three** stakeholders in Fibraquet Ltd and state **one** likely objective of each of these stakeholders.

1) _____

2) _____

3) _____

(6 marks)

3 The complementary skillsets of the directors of Fibraquet Ltd impact on its internal business environment.

Explain how the complementary skillsets could shape the behaviour of Fibraquet Ltd.

(2 marks)

4 a) What is meant by the term 'social responsibility'?

(1 mark)

b) One of the directors of Fibraquet Ltd is committed to supporting the aim of the Organisation for the Global Development of Tennis (OGDT) to change the perceived elitist attitudes in tennis.

Explain **two** possible strategies which Fibraquet Ltd could adopt to increase participation in tennis among young adults in the UK.

1)

(2 marks)

2)

(2 marks)

(16 marks)

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