

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 4 BUSINESS ENVIRONMENT

WEDNESDAY 17 JUNE 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

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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		6	
2		7	
3		8	
4		9	
5		10	
		11	
TOTAL =			

1 Identify the market structure in which *EGL* operates.

[1]

2 Identify **two** ways in which the organisational purposes of *EGL* are likely to differ from those of a college canteen.

1 _____

[1]

2 _____

[1]

3 Identify **three** stakeholder groups with an interest in *EGL* and state **one** likely objective of each of these stakeholders.

1 _____

_____ [2]

2 _____

_____ [2]

3 _____

_____ [2]

- 5 The supplier of one of the principal ingredients of a popular dish which is served at *EGL*'s restaurants is no longer able to provide this ingredient.

Explain **two** likely impacts on *EGL*'s restaurants of the loss of the supply of this principal ingredient.

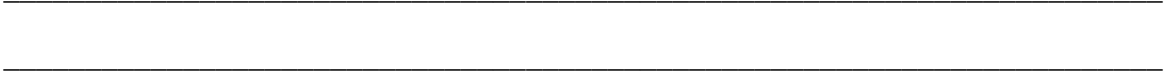
1 _____

[3]

2 _____

[3]

[20]



11 Analyse **two** issues of which Ben should be aware when expanding *EGL*'s operations into Western Europe.

1 _____

_____ [3]

2 _____

_____ [3]

END OF THE PAPER

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