

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 1 UNDERSTANDING INDUSTRY SECTORS AND THE DRIVERS WHICH IMPACT THEM

MONDAY 11 JUNE 2018

9.30 AM

TIME: 1 HOUR

INSTRUCTIONS TO CANDIDATES

Fill in all the boxes below. Use CAPITAL LETTERS

CENTRE DETAILS

Centre Number	Centre Name

COMPUTER REF

6	1	8	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.

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 **50**

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

Section A

Answer **all** questions in this Section.

1 State what is meant by each of the following business drivers:

best value.....

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commercial acumen.....

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competitiveness.....

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market intelligence.....

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[4]

2 Explain **two** likely benefits to a public sector organisation of effective leadership.

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3 The majority of UK small businesses have a centralised organisational structure.

Analyse **one** benefit and **one** drawback to a business of centralisation.

Benefit.....

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Drawback.....

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Section B

Answer **all** questions in this Section.

All of the questions in Section B should be answered in relation to a management consulting client of your choice. You are advised to read through all of the questions in Section B before deciding on your choice of client.

Nature of client's business:

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Sector: Private Public Third (Please circle as appropriate)

5 Explain how key personnel in your client's senior management team affect the way the business operates.

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6 Analyse **two** environmental factors that drive the success of your client's business.

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7 Identify **two** cultural challenges currently facing your client's business.

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8 Explain **two** ways in which your client's position in the market could be improved.

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