

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

LEVEL 4 CERTIFICATE IN MANAGEMENT CONSULTING 10331

UNIT 4 BUSINESS ENVIRONMENT

WEDNESDAY 13 JUNE 2018

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

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.
- 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 (a)		10	
4 (b)		11	
5		12 (a)	
6		12 (b)	
TOTAL =			

1 Identify **two** purposes of Simply Orient.

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[2]

2 Simply Orient operates in a mixed economy.

Explain how a mixed economy attempts to allocate resources.

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[3]

3 Simply Orient operates in a contestable market.

Explain how the behaviour of a business operating in a contestable market is likely to differ from the behaviour of a business operating in a monopoly market.

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[4]

4 Explain **one** strategy Noreen could employ to help Simply Orient meet each of the following responsibilities:

(a) environmental

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[2]

(b) social

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[2]

5 In the context of business economics, explain what is meant by each of the following terms:

opportunity cost.....

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scarcity.....

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market equilibrium.....

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[6]

6 Outline **two** specific legal responsibilities of Simply Orient.

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[4]

7 Businesses are affected by many external factors.

Explain what is meant by each of the following:

trade restrictions.....
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exogenous shocks.....
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regulatory capture.....
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[6]

8 Explain **two** reasons why Simply Orient might choose to import goods.

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[4]

9 Analyse **three** possible impacts on Simply Orient of recent advances in global technology. [9]

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- 12** The market for mobile street food has grown rapidly over the last decade. However, economists predict that within the next three years there will be a significant downturn in the market caused by a reduction in consumer enthusiasm for mobile street food.
- (a)** Illustrate, using a fully labelled supply and demand diagram, the predicted downturn in the market for mobile street food.

[7]

(b) Explain **three** strategies that Simply Orient could adopt in response to the predicted downturn in the market.

[9]

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END OF QUESTION PAPER

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