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Business management
Standard level
Paper 1

Thursday 28 April 2022 (afternoon)

1 hour

Instructions to candidates

- Do not open this examination paper until instructed to do so.
- A clean copy of the **business management case study** is required for this examination paper.
- Read the case study carefully.
- A clean copy of the **business management formulae sheet** is required for this examination paper.
- Section A: answer one question.
- Section B: answer question 4.
- A calculator is required for this examination paper.
- The maximum mark for this examination paper is **[30 marks]**.

Section A

Answer **one** question from this section.

1. (a) Describe **two** long-term benefits for *PU* of its marketing strategies (lines 60–64). [4]
(b) Explain the possible impacts on *PU* of the ethical issues it faces (lines 101–117). [6]
2. (a) Outline **two** steps that Adriana should take if she decides to dismiss the head of the Faculty of History, Jim (lines 89–100). [4]
(b) Explain strategies, in addition to redundancies, that *PU* could use to solve its cash-flow problems (lines 56–59). [6]
3. (a) Outline **two** STEEPLE factors that influence *PU*'s decisions. [4]
(b) Explain ways in which *PU* could achieve greater sustainability in the 2022/23 academic year (lines 118–131). [6]

Section B

Answer the following question.

4. The trustees of *PU* have made proposals to introduce new working patterns for lecturers:
- Compulsory training in IT use for teaching, including online teaching and creating libraries of online resources.
 - Contracts that require all lecturers to work at home three days a week. There would be a schedule of who is on site on each day.
 - Vacations reduced in length to enable sufficient face-to-face contact with all students. Lecturers would receive a compensatory increase in basic pay.
 - Introduction of performance-related pay (PRP).

PU is considering a joint venture with Country B's government. Country B is performing well economically and is planning to expand its university sector. The trustees of *PU* believe that the university has a sufficiently strong reputation that the government of Country B will be interested in *PU* opening a campus there.

Country B's government would provide the facilities and recruit local lecturers and other staff to work at the university. *PU* would be responsible for all the other costs that it incurs setting up the campus.

PU would:

- design degree courses, syllabuses and course materials
- train all staff
- monitor the progress of each course to ensure that academic standards are good enough to award degrees.

In addition, *PU* would undertake all market research needed for planning and monitoring new courses, including primary research into the market for university courses.

PU would receive an annual payment from the government of Country B and a fee for each student that successfully completes a degree course.

- (a) Define the term *performance-related pay (PRP)*. [2]
- (b) Explain **one** impact on *PU* **and one** impact on *PU*'s lecturers of the new working patterns. [4]
- (c) Explain **two** methods of primary market research that *PU* could use to monitor the progress of each course. [4]
- (d) Recommend whether *PU* should open a campus in Country B. [10]

References: