



88145013



**BUSINESS AND MANAGEMENT
STANDARD LEVEL
PAPER 1**

Wednesday 19 November 2014 (afternoon)

1 hour 15 minutes

INSTRUCTIONS TO CANDIDATES

- Do not open this examination paper until instructed to do so.
- A clean copy of the ***Business and Management case study*** is required for this examination paper.
- Read the case study carefully.
- Section A: answer two questions.
- Section B: answer the compulsory question.
- A calculator is required for this examination paper.
- A clean copy of the ***Business and Management formulae sheet*** is required for this examination paper.
- The maximum mark for this examination paper is *[50 marks]*.

SECTION A

Answer **two** questions from this section.

1. (a) Describe **two** methods of recruitment that *GP* may have used to recruit a new manager for *The Imperial*. [4 marks]
- (b) Construct an organization chart showing the levels of hierarchy at *The Imperial*. [4 marks]
- (c) Analyse the advantages **and** disadvantages for *GP* of using a SWOT analysis. [7 marks]

2. (a) Martin constructed a position map (*line 60*). With reference to *The Imperial*, describe what this position map may look like. [4 marks]
- (b) Using Maslow’s motivation theory, explain **two** reasons why Martin had applied for the job of manager at *The Imperial*. [4 marks]
- (c) With reference to *The Imperial* and to **one other** business that you have studied, analyse the importance of leadership styles in an organization. [7 marks]

3. (a) Describe the importance of monitoring the cash flow at *The Imperial*. [4 marks]
- (b) With reference to Craig Chapman’s orphanage and to **one other** non-profit organization that you have studied, explain **two** objectives of non-profit organizations. [4 marks]
- (c) Examine how changes in the external environment may impact upon *The Imperial’s* operations. [7 marks]

SECTION B

Answer *the compulsory question from this section.*

4. (a) “Once a year, the manager and a representative from *GP* would meet to calculate the break-even quantity...” (*lines 23–24*). Use a fully labelled diagram to describe the break-even analysis model (*no figures required*). [4 marks]
- (b) Explain the meaning of the sentence “[Martin] believed in empowerment” (*line 90*). [2 marks]
- (c) Explain the following **two** elements of the marketing mix in the case of a hotel such as *The Imperial*: place and physical evidence. [6 marks]
- (d) Discuss the usefulness of the Ansoff matrix when choosing between the three options available to Martin. [8 marks]

Additional information

There is no additional information in this paper for Sections A and B.
