



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 2 - FINANCIAL ANALYSIS AND PLANNING

##### Question 1

- (a) **Explain how TWO** different financial analysis techniques could be used by an organisation you are familiar with. (8 marks)
- (b) Referring to your answer to Question 1a, **suggest** which **ONE** of these techniques is most appropriate for analysing the launch of a new product or service. **Justify** your answer. (12 marks)

##### Question 2

- (a) **Explain ONE** reason why a small organisation would use accounting software packages. (4 marks)
- (b) **Differentiate** between **TWO** accounting software packages. (8 marks)
- (c) Referring to your answer to Question 2b, **illustrate how ONE** of these accounting software packages could be used to analyse the financial information of a small organisation. Use examples to support your answer. (8 marks)

##### Question 3

- (a) **Illustrate** the importance of planning and budgeting. Use examples to support your answer. (12 marks)
- (b) **Suggest** whether planning **or** budgeting is the most important for an organisation seeking to enter a new market. Justify your answer. (8 marks)

##### Question 4

**Compare TWO** reasons **why** it is important to an organisation you are familiar with that it monitors a budget **and** any variances which may occur. (20 marks)

##### Question 5

- (a) **State TWO** sources of finance available to commercial organisations. (2 marks)
- (b) **Compare and contrast TWO external** sources of finance available to a large international organisation. (18 marks)