



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 1 – LEADERSHIP AND MANAGEMENT

##### Question 1

Identify **TWO** hard management skills. (8 marks)

Discuss the skills required to effectively lead and manage a company. (12 marks)

##### Question 2

Explain **TWO** non-financial incentives that could be used to enhance the motivation of workers. (8 marks)

Discuss the challenges to a company of maintaining a high level of motivation among its workforce over a long period of time. (12 marks)

##### Question 3

Describe **TWO** functions of the manager of a cinema. (8 marks)

Suggest what could be done in a large multinational organisation to encourage a greater sense of empowerment amongst its workers. (12 marks)

##### Question 4

Discuss how an accountant could enhance their professional development. (20 marks)

##### Question 5

Explain **TWO** features of behavioural theory. (8 marks)

Suggest how behavioural theory could be used to make the leadership and management of a large public relations business more effective. (12 marks)