



ICM

DECEMBER 2014

BUSINESS MANAGEMENT & ADMINISTRATION

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. 'Business Management and Business Administration are NOT the same.'
With the aid of examples and reference to at least TWO theories on the subject, evaluate whether you think this statement is true. [20]
 - 2. a) Briefly describe **Line**, **Functional** and **Staff** types of authority. [3 each]
b) With the aid of examples and diagrams, show how these types of authority are applied in an organisation. [11]
 - 3. a) Outline the main features of:
i a sole trader
ii partnerships [5 each]
b) Explain the main differences between Private Limited Liability Companies and Public Limited Liability Companies. [10]
 - 4. a) With the aid of a diagram, briefly describe the main features of a procedure for ordering goods. [8]
b) Evaluate the importance of THREE of the main documents used in such a procedure. [4 each]
 - 5. a) Evaluate the factors which influence the size of the market for a particular good or service. [8]
b) With the aid of examples, appraise which media outlets are most suitable for the following:
i An electrical goods retailer
ii An internet-based travel agent
iii A motor car manufacturer [4 each]
 - 6. There are many sources that a Purchasing Officer can use to identify potential suppliers. With the aid of examples:
a) list the main sources [6]
b) evaluate the benefits of using EACH source [7]
c) evaluate the disadvantages of using EACH source [7]
 - 7. With the aid of suitable examples:
a) appraise the ways in which new ideas can be generated for updating existing products and developing new ones. [10]
b) describe the procedures that could be employed for evaluating such ideas. [10]
 - 8. Email is one of the most important means of communicating easily and quickly.
a) Briefly describe how email works. [6]
b) Explain the disadvantages of using email. [6]
c) Appraise the main software applications necessary to operate email. [8]