



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 5 - BUSINESS STRUCTURE, CULTURE AND ETHICS

Question 1

- (a) **Compare ONE** characteristic of Charles Handy's 4-model approach to organisational culture with **ONE** characteristic of Robert A Cooke's model of organisational culture. (14 marks)
- (b) **Suggest** the extent to which Charles Handy's 4-model approach to organisational culture applies to an organisation you are familiar with. **Justify** your answer. (6 marks)

Question 2

Illustrate how an organisation's culture can influence employee morale and commitment levels which affects productivity. Use examples to support your answer. (20 marks)

Question 3

Illustrate why it is important for organisational cultures to be in sync with external environmental ethics when entering an international market. Use examples to support your answer. (20 marks)

Question 4

- (a) **Illustrate** the extent to which organisations with a positive cultural and ethical image can enhance its perception/reputation with customers. Use examples to support your answer. (14 marks)
- (b) Referring to your answer to Question 4a, **suggest ONE** way in which an organisation you are familiar with uses its ethical image to enhance its reputation. **Justify** your answer. (6 marks)

Question 5

Compare TWO reasons why codes of conducts have evolved which affect an organisation you are familiar with. (20 marks)