



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 1 – LEADERSHIP AND MANAGEMENT

##### Question 1

- (a) Distinguish between management and leadership. (8 marks)
- (b) Discuss whether businesses often fail because they are over-managed and under-led. (12 marks)

##### Question 2

- (a) Describe **TWO** factors that contribute to the effective leadership of individuals and teams. (8 marks)
- (b) Discuss how the dynamics of a team in a school or college could be improved. (12 marks)

##### Question 3

- (a) Assess what is meant by a 'management style'. (8 marks)
- (b) Discuss what is needed for delegation in a business to be effective. (12 marks)

##### Question 4

Discuss whether effective management depends on the personal characteristics of managers or on the quality of their training. (20 marks)

##### Question 5

- (a) Explain what is meant by 'strategic management'. (8 marks)
- (b) Discuss the contribution that strategic management could make to the effectiveness of a multinational business. (12 marks)