



# ICM

JUNE 2017

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.
    - a) Describe the main functions of the board of directors. [10]
    - b) Evaluate the circumstances under which the directors might also be managers of an organisation. [10]
  - 2. With the aid of suitable organisation charts, explain which type of authority is most suitable for the following:
    - a) A multi-national corporation
    - b) An accountancy partnership
    - c) A family-owned and run private limited company
    - d) An economics department of a university [5 each]
  - 3.
    - a) Differentiate between the most important features of the FOUR main types of profit-making business organisations. [3 each]
    - b) Explain the significance of limited liability to **sole traders** and **limited liability partnerships**. [4 each]
  - 4. There are FOUR main types of production. Describe EACH one and with the aid of examples, identify where each type may be employed. [5 each]
  - 5.
    - a) Comment on 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 A large retail furniture store
      - ii A web-based discount store
      - iii A manufacturer of garden ornaments [4 each]
  - 6. For a product or service of your own choice:
    - a) identify the potential areas of market research available [8]
    - b) evaluate the most appropriate for your selected product/service [12]
  - 7.
    - a) Prepare a pre-interview checklist, to be used when handling applications for a job in an organisation of your choice. [8]
    - b) Examine the importance of the items you included in the checklist. [12]
  - 8. Email is one of the most important means of communicating easily and quickly.
    - a) Briefly describe how email works. [5]
    - b) Explain the advantages of using email. [5]
    - c) Evaluate how you would ensure the security of an email system. [10]