Section A

Answer all questions.

1  (a) Define the term ‘secondary research’. [2]

   (b) Explain one advantage to a business of data collected using primary research methods. [3]

2  (a) Define the term ‘sustainability’. [2]

   (b) Explain one reason why a manufacturing business might take measures to improve the sustainability of its operations. [3]

3  (a) Define the term ‘zero budgeting’. [2]

   (b) Explain one benefit to a business of using budgets. [3]

4  Analyse one way in which ethics may influence the activities of a business. [5]

Section B

Answer one question only.

EITHER

5  (a) Analyse two reasons why it is important for a business to set SMART objectives. [8]

   (b) Evaluate the view that a mission statement is only important to a bank if it significantly influences the strategy and tactics of that business. [12]

OR

6  (a) Analyse two possible disadvantages to a business of using performance-related pay to motivate its employees. [8]

   (b) ‘The most important role of human resource management (HRM) in a fast food restaurant is to maintain a high level of employee morale and welfare.’

   Evaluate this view. [12]