Section 1

Answer all questions in this section

(Total 15 marks)

1. Match the following phrases together. 6 marks
   e.g. soletrader - business owned by one person

   1. soletrader •
   2. marketing •
   3. production •
   4. personnel •
   5. finance •
   6. R&D •
   7. purchasing •

   • a. looking after the company’s money
   • b. using the latest technology
   • c. buying raw materials
   • d. advertising and promoting the products
   • e. ensuring the good is being finished
   • f. interviewing applicants
   • g. business owned by one person

2. Fill in the blanks below with the appropriate words from the list. 5 marks

   shortlisting promotion delayering vertical barter
   creaming frictional transmitter autocratic money

   1. The boss who simply gives orders and instructions is known as the ________________ manager.

   2. ________________ is acceptable by everyone.

   3. Giving a free sample is one way of sales ________________.

   4. When the manager speaks to his workers, we call this ________________ communication.

   5. The exchange of goods and services without the use of money is called ________________.

   6. ________________ unemployment refers to the number of people unemployed as a result of changing jobs.

   7. The person sending the message is called the ________________.
8. When a product is new and consumers will buy the product even at a high price, the pricing strategy used is ______________ the market.

9. At the ______________ stage, it is known who is eligible to be invited for the interview.

10. ______________ is used to reduce communication time and increase trust among the workers.

3. Complete the following diagram.  

Maslow’s Pyramid of Needs

Section 2

Read the statements below and choose the most suitable answer.  

1. Banking is an example of  
   a) primary stage of production  
   b) secondary stage of production  
   c) tertiary stage of production
2. An example of needs is
   a) shelter and a sports car
   b) food and clothing
   c) jewellery and food

3. An economy which is controlled by the government is called
   a) a centrally-planned economy
   b) a free market economy
   c) a mixed economy

4. The 3 basic needs of human beings are
   a) wants, holidays and food
   b) luxuries, water and clothes
   c) food, clothing and shelter

5. The things we give up are known as
   a) opportunity cost
   b) barter
   c) scarcity

6. Examples of verbal communication are
   a) speeches, memos and telephone calls
   b) letters, reports and agenda
   c) discussions, interviews and conversations

7. In the maturity stage of the Product Life Cycle
   a) the product is at its most profitable stage
   b) competitors will start thinking about producing a similar product
   c) the increase in sales will have stopped

8. During the recruitment process
   a) an induction course is provided
   b) applicants are required to send their application form
   c) applicants are shortlisted and interviewed

9. Three disadvantages of field research are that research is
   a) out of date, not exactly what is wanted, time consuming
   b) expensive, time consuming and large surveys are needed for accuracy
   c) easily obtained by competitors, inaccurate information, already published data

10. Structural unemployment
    a) refers to those unemployed because their skills are not in demand due to temporary
        changes in the economy
    b) can be overcome through geographical or occupational mobility
    c) happens due to fluctuation in demand for goods and services which will pass by time
A vacancy for a waiter at McDonald’s needs to be filled. You are required to design the vacancy which will be advertised on the newspaper in the coming weeks.

a) Write 3 points that the job description should outline 3 marks

**Job Description**

(i)  
(ii)  
(iii)  

b) Write 3 points that the person specification should outline 3 marks

**Person Specification**

(i)  
(ii)  
(iii)  

In the vacancy the applicants were instructed to write the CV

c) If you were applying for the post, list 6 items that you would include in your Curriculum Vitae and give an example of each. 6 marks

<table>
<thead>
<tr>
<th>Items</th>
<th>Example</th>
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<tbody>
<tr>
<td>e.g. Name and Surname</td>
<td>Peter Smith</td>
</tr>
<tr>
<td>(i)</td>
<td></td>
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<tr>
<td>(ii)</td>
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</table>
When new employees start work at Mc Donald’s they receive induction training. This introduces them to the company and to the restaurant where they will be working. During the induction training there is a tour of the restaurant and a test on health and safety and hygiene. There are 16 areas in which the employee must be proficient. This will take 4 months for a full-time member of staff and about 8 months for a part-time employee. Mc Donald’s operates a “buddy” system. Every new employee is given a “buddy” who will be a mentor and help the employee through the training.

d) What is induction training? 2 marks

__________________________________________

__________________________________________

e) Fill in the empty spaces below - Which are the 2 types of training that companies offer? Mention and explain the type of training that Mc Donald’s offers to the new employees. 4 marks

The two types of training are ______________________ and ______________________ training. Mc Donald’s offers ______________________ training which means that ______________________.

f) Fill in the blanks with the appropriate words from the passage above. 2 marks

A person who works 40 hours per week is a ______________________ employee while a person who is paid per hour is called a ______________________ worker.
Peter works at Mc Donald’s during summer only because it is the peak time in which families visit Mc Donald’s.

**g) What is this type of unemployment called?**

______________________________

**1 mark**

**h) Mention and explain the 3 other types of unemployment**

6 marks

<table>
<thead>
<tr>
<th>Type of Unemployment</th>
<th>Explain</th>
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**i) Complete the following**

3 marks

i. A person who is dismissed is discharged because

_____________________________________________________________________

_____________________________________________________________________

ii. A ______________________ person is discharged because the company finds that his/her skills are no longer in demand.

iii. At the age of 65, the employee has reached ____________________________
Section 4  
Case Study 2  
(20 marks)

Answer the following questions on the foolscap provided.

In recent years, Disneyland Paris has made changes to its theme park, and market research shows that many more families now visit there. According to the Disneyland Paris website the amusement parks top five attractions are It’s a Small World, Space Mountain: Mission 2, Big Thunder Mountain, Pirates of the Caribbean, and Buzz Lightyear Laser Blast.

1. It’s a Small World - It is known as one of the more family oriented attractions at the park.
2. Space Mountain: Mission 2 is a roller coaster like ride. The target market for this ride is thrill seekers.
3. Big Thunder Mountain – It is not recommended for anyone with any pre-existing health conditions. It is also listed as a stopping point for adult thrill seekers.
4. Pirates of the Caribbean - the visitor is taken through a series of secret caverns as they observe the “pirate life. The Disneyland Paris website lists this as an attraction that is great for everyone.
5. Buzz Lightyear Laser Blast - this ride is advertised as good for families with little ones.

As a result of this investment in new product development, and advertising and marketing strategies, Disneyland Paris has seen an increase in visitors, and thus an increase in profit.

a) Explain the meaning of the words which are underlined.  
   4 marks

b) What is market segmentation? List 2 ways of segmented markets from the passage.  
   3 marks

c) Explain niche market. Give an example of a niche market which Disneyland Paris can adopt.  
   3 marks

d) What is the outer wrapping of a product called?  
   1 mark
e) Write 4 advantages of packaging.  

f) What type of sales promotion is the packet of cereal offering?  

g) List a brand name from the pictures.  

h) Copy the logo of the first picture.  

i) Explain 2 ways how a successful extension strategy will delay the above two products reach the decline stage of the Product Life Cycle.  

Section 5  

Choose ONE of the following and write 100 words about the following  

1) Stages of Production  
   ✤ Which are the three stages of production, explain them, give examples, their interdependence  

   OR  

2) The interview  
   ✤ Explain the selection process, shortlisting, what is an interview, do’s and don’t’s of interviewer and interviewee  

   OR  

3) Communication in an organisation  
   ✤ Explain the meaning of communication, the different types and problems of communication.