



National  
Qualifications  
2016

**X710/77/21**

**Business Management  
Questions**

FRIDAY, 27 MAY

9:00 AM – 11:45 AM

**Total marks — 80**

**SECTION 1 — 40 marks**

Attempt ALL questions

**SECTION 2 — 40 marks**

Attempt ALL questions

It is recommended that you spend 15 minutes reading over the information provided in the Case Study before responding to the questions.

Write your answers clearly in the answer booklet provided. In the answer booklet you must clearly identify the question number you are attempting.

Use **blue** or **black** ink.

Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.



\* X 7 1 0 7 7 2 1 \*

## SECTION 1 — 40 marks

Read ALL the information in the Case Study and attempt ALL the questions.

The following questions are based on ALL the information provided and on knowledge and understanding you have gained whilst studying the Course.

1. Explain the costs and benefits to Sky of growing in Europe by acquiring Sky Italia and Sky Deutschland. 8
  
2. Analyse Sky's decision to expand into the online media market by launching NOW TV. (Your response must include a force field diagram.) 8
  
3. Using examples from the case study, explore the reasons for Sky's investment in a diverse business portfolio. 4
  
4. Discuss the impact of Sky's corporate social responsibility (CSR) initiatives. 8
  
5. With reference to Exhibit 3, describe Sky's performance in the UK and Ireland between 2011 and 2014. 6
  
6. Evaluate the use of the virtual learning environment (VLE) to develop Sky's workforce. 6

## SECTION 2 — 40 marks

Attempt ALL questions

- |     |   |    |
|-----|---|----|
| 7.  | Explore the relevance of a classical management approach to modern business practice.   | 10 |
| 8.  | (a) Describe the aims of The Association of South East Asian Nations (ASEAN).           | 6  |
|     | (b) Analyse the reasons for Chinese organisations expanding production in recent years. | 4  |
| 9.  | (a) With reference to Tuckman, describe the stages of group development.                | 6  |
|     | (b) Explain the effect of the stages of group development on a team's performance.      | 4  |
| 10. | (a) Explore the ways equality legislation can affect an organisation's activities.      | 6  |
|     | (b) Describe the exceptions to the Equality Act 2010 for an organisation.               | 4  |

[END OF QUESTION PAPER]

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