

1 (a) Explain **one** way each of the following problems might affect TSE when entering a new market in another country.

Cultural differences:
.....

Explanation:
.....
.....
.....
.....
.....

Lack of knowledge:
.....

Explanation:
.....
.....
.....
.....

- (b) Consider the following **two** benefits for TSE of having a well-motivated workforce. Which benefit is likely to be the most important to TSE? Justify your answer.
- Reduced absenteeism
 - Lower labour turnover

Reduced absenteeism:

.....

.....

.....

.....

.....

.....

.....

.....

Lower labour turnover:

.....

.....

.....

.....

.....

.....

.....

.....

Conclusion:

.....

.....

.....

.....

.....

.....

.....

.....