

4 (a) Explain **two** factors LB’s managers should consider when deciding which method of communication to use to inform its employees about the expansion plans.

Factor 1:
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Explanation:
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Factor 2:
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Explanation:
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[8]

(b) Using Appendix 3 and other information, consider the benefits and drawbacks for country Y of LB building its new factory there. Do you think the benefits for country Y are greater than the drawbacks? Justify your answer.

Benefits:

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Drawbacks:

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Conclusion:

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