

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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4    HYT is a travel business which sells holidays. One of its objectives is growth. Last year HYT completed a takeover of one of its competitors. External sources of finance were used to fund this growth. HYT now has 460 shops and 4000 employees. The Human Resources Director knows there are benefits and limitations for a business of having full-time employees. HYT's managers use ideas from Herzberg's motivational theory to keep employees motivated. Good internal communication is important for HYT.

(a)   Identify **two** objectives (other than growth) a business might have.

Objective 1: .....

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Objective 2: .....

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[2]

(b)   Identify **two** advantages to a business of using external sources of finance.

Advantage 1: .....

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Advantage 2: .....

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[2]

(c)   Using Herzberg's theory, state whether each of the following would be classed as a hygiene factor or as a motivator.

Working conditions: .....

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Wages: .....

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Opportunities for promotion: .....

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Relationship with supervisor: .....

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[4]

(d) Explain **two** methods of internal communication HYT might use with its employees.

Method 1: .....

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Explanation: .....

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Method 2: .....

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Explanation: .....

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(e) Do you think the benefits to a business of having full-time employees are greater than the limitations? Justify your answer.

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1 RSL manufactures paint using flow production. Last year it produced 10 million litres of paint. RSL has 6 managers and 80 employees working in its factory. The managers use different leadership styles. RSL uses email and telephone calls as its methods of internal communication. The Operations Manager wants to understand why some manufacturing businesses are relocating their operations to other countries.

(a) Identify **two** benefits to a business of using flow production.

Benefit 1: .....

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Benefit 2: .....

..... [2]

(b) Identify **two** reasons why people work.

Reason 1: .....

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Reason 2: .....

..... [2]

(c) Outline **one** advantage of RSL using each of the following methods of internal communication.

Email: .....

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Telephone calls: .....

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..... [4]

(d) Explain **two** leadership styles RSL’s managers might use.

Leadership style 1: .....

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Explanation: .....

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Leadership style 2: .....

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Explanation: .....

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(e) Explain **two** factors a manufacturing business should consider when relocating its operations to another country. Which factor is likely to be the most important? Justify your answer.

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