

Student Name: _____

BUSINESS MANAGEMENT

Unit 3

Targeted Evaluation Task for School-assessed Coursework 1



2019 Set of 2 Structured Questions on Business Foundations for Outcome 1

Recommended writing time*: 50 minutes
Total number of marks available: 20 marks

TASK BOOK

* The recommended writing time is a guide to the time students should take to complete this task. Teachers may wish to alter this time and can do so at their own discretion.

Conditions and restrictions

- Students are permitted to bring into the room for this task: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the room for this task: blank sheets of paper and/or white out liquid/tape.
- No calculator is permitted in this task.

Materials supplied

- Question and answer book of 8 pages.

Instructions

- Print your name in the space provided on the top of the front page.
- All written responses must be in English.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic communication devices into the room for this task.

Instructions

Answer **all** questions in the spaces provided

Question 1 (10 marks)

Jonty Maham runs a business called Maham's Mechanics. He set up the business 10 years ago to follow his passion for cars. He currently employs six full-time staff and has two apprentices. He owns the business by himself.

- a.** Identify the business type of Maham's Mechanics. 1 mark

- b.** Explain **two** objectives that Jonty may have for his business. 4 marks

- c. Describe **one** area of management responsibility and justify why this area would be important for Jonty to run a successful business. 4 marks

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d. Define the term stakeholders.

1 mark

Question 2 (10 marks)

Celia D'lequae is the senior operations manager at the Comfy Corner hotel chain. She works long hours and expects her staff to work diligently and efficiently. Her strength is her ability to give clear and direct instructions to her staff, which she then expects to be followed. Celia does not want staff input, as she knows the best way of running the hotels.

- a.** Identify the management style shown by Celia. 1 mark

- b.** Evaluate the appropriateness of this style for Celia. 5 marks

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Extra space for responses

Clearly number all responses in this space.

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