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Answer ALL questions.

1. (a) Define the term **limited liability**.

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(2)

(b) Analyse how, by combining the human, physical and financial resources of its business, The Tussaud's Group could produce a 'Magic Moment' (**line 5**) for each of its consumers.

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(c) Assess the extent to which the finance and control of The Tussaud’s Group might be affected by being a global private limited company.

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2. (a) State **TWO** internal stakeholders.

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(b) Analyse how having *shared strategic objectives* (**line 32**) might enable The Tussaud's Group to improve its performance.

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(c) Assess whether organising its employees by product area, e.g. catering, merchandising and special events, might be more appropriate for The Tussaud's Group than by geographical region.

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(8)

(b) Assess the suitability of the methods of employee motivation used by The Tussaud's Group, with reference to **ONE** motivational theorist.

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Q3

(Total 20 marks)

QUALITY OF WRITTEN COMMUNICATION: 3 MARKS

TOTAL FOR PAPER: 63 MARKS

END

