



General Certificate of Education
Advanced Level Examination
June 2013

Business Studies

BUSS4/PM

Unit 4 The Business Environment and Managing Change

Preliminary Material (Research Theme)

To be issued to candidates no sooner than Thursday 31 January 2013

NOTICE TO CANDIDATES

You will be given **one** copy of this Preliminary Material (Research Theme) for use during your preparation for the examination, which you may annotate as you wish, but which you will **not** be allowed to take into the examination.

The Preliminary Material (Research Theme) will be repeated within the question paper for use in the examination.

You should carry out your own research on the Preliminary Material (Research Theme).

Your teacher is encouraged to give assistance and advice as required.

Research Theme – Organisational Culture

In your research on organisational culture, you should consider:

- factors influencing the culture of an organisation and cultural differences within an organisation
- the impact of organisational culture on business strategies and performance
- reasons for changes in organisational culture
- ways of changing organisational culture
- problems of changing organisational culture.

You are strongly recommended to compare and contrast a number of different types of organisational culture. You will not be asked a question on any one specific type of culture.

You should make reference to your research in your responses to **Section A** in the examination.