



IB DIPLOMA PROGRAMME
PROGRAMME DU DIPLÔME DU BI
PROGRAMA DEL DIPLOMA DEL BI

N06/3/BUSMT/SP1/ENG/TZ0/XX



88065013

**BUSINESS AND MANAGEMENT
STANDARD LEVEL
PAPER 1**

Thursday 9 November 2006 (afternoon)

1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

- Do not turn over this examination paper until instructed to do so.
- Read the case study carefully and then answer all the questions.

1. (a) Identify **two** external sources of finance for *SunGen Ltd.* [2 marks]
 - (b) Using the profitability, liquidity and efficiency ratios given in Appendix 3, discuss the changes in the financial performance of Electrical Solutions plc between 2003 and 2005. [10 marks]
 2. (a) The market for solar power equipment is a niche market (*line 77*). Define the term *niche market*. [2 marks]
 - (b) Produce a suitable marketing mix for free standing solar panels (*Appendix 1*). Discuss how each element of your marketing mix can support *SunGen Ltd's* objective to be seen as environmentally and socially responsible. [12 marks]
 3. (a) Identify **two** methods of recruitment available to *SunGen Ltd.* [2 marks]
 - (b) Using appropriate motivational theory, evaluate how Greg and Catherine's suggestions (*lines 103-123*) could affect the workforce. [12 marks]
 4. (a) Produce a SWOT analysis to examine the current position of *SunGen Ltd.* [8 marks]
 - (b) Select **four** weaknesses you have identified from the SWOT analysis produced in part (a) and evaluate a possible strategy to address each of the weaknesses selected. [12 marks]
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