

FOR OFFICIAL USE

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**4200/401**

NATIONAL  
QUALIFICATIONS  
2008

FRIDAY, 16 MAY  
9.00 AM – 10.00 AM

BUSINESS  
MANAGEMENT  
STANDARD GRADE  
Foundation Level

**Fill in these boxes and read what is printed below.**

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

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Number of seat

- 1 Read each question carefully.
- 2 Attempt **all** the questions.
- 3 All answers are to be written in this answer book.
- 4 Do **not** write in the margins.
- 5 Before leaving the examination room you must give this book to the invigilator. If you do not, you may lose all the marks for this paper.



**[BLANK PAGE]**


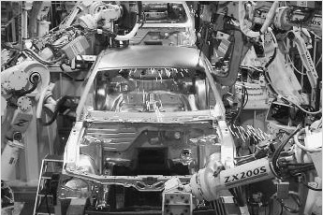


1. (a) Business organisations provide goods or services.

Marks

Study the picture below and decide if the business organisation provides a good or a service.

Tick (✓) the correct column.

The first one has been done for you.

| Business/Organisation   | Good | Service |
|---|------|---------|
|    |      | ✓       |
| Strathclyde Police Force  |      |         |
|   |      |         |
| Ford Motor Plant  |      |         |
|  |      |         |
| Barr's Bottling Factory   |      |         |
|  |      |         |
| The Royal Infirmary   |      |         |

- (b) ChildLine is a charity.

Give 2 possible aims ChildLine might have.

Aim 1 \_\_\_\_\_

\_\_\_\_\_

Aim 2 \_\_\_\_\_

\_\_\_\_\_



3




2

Marks

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1. (continued)

(c) Place a tick (✓) against the **one** organisation below which is in the **Public Sector**.

| Organisation  | Public Sector<br>Tick (✓) |
|---|---------------------------|
|            |                           |
| Barr's  |                           |
| <br>Oxfam |                           |
| Oxfam   |                           |
|          |                           |
| Police  |                           |

1

(d) Identify **2** features of a large business.

1 \_\_\_\_\_  
\_\_\_\_\_  
2 \_\_\_\_\_  
\_\_\_\_\_

2

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- 1**

- 2

2 \_\_\_\_\_

*Page five*

**Allday's  
Supermarket**

- 

2 \_\_\_\_\_

3 \_\_\_\_\_

- Profit**

- 1 \_\_\_\_\_

**1**

2



Marks

4.

# DRAGONS' DEN



Dragons' Den is a TV programme where entrepreneurs try to get help to set up a business.

- (a) Duncan Bannatyne is a successful Scottish entrepreneur and one of the Dragons in Dragons' Den.



Give **one** reason for becoming an entrepreneur.

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1

- (b) Identify **2** roles of an entrepreneur.

1 

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2 

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2

- (c) An entrepreneur decides to sell goods on a TV shopping channel and on an Internet website.

Give a **different** advantage of each.

- (i) TV shopping channel

Advantage 

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- (ii) Internet website

Advantage 

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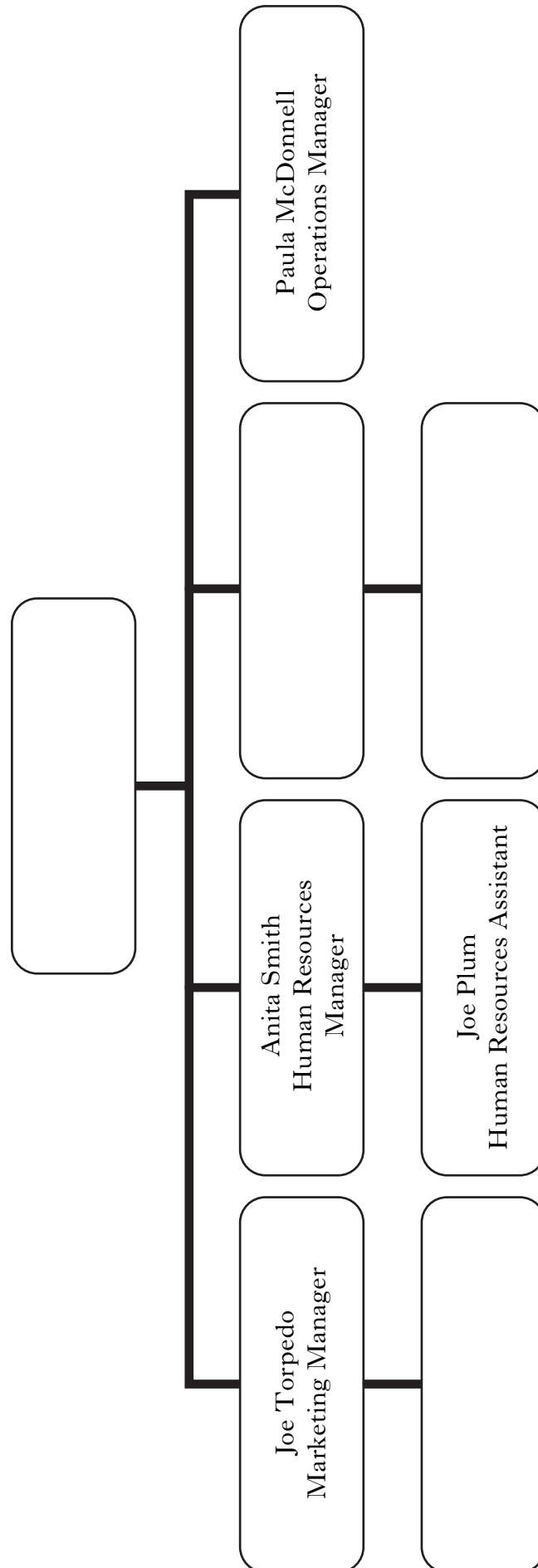
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2



**[Turn over for Question 5 on *Page ten***

5. Study the organisation chart below.



Marks

## 5. (continued)

- (a) Complete the organisation chart on the previous page with the following information.

- Chris Singh is the Marketing Assistant
- Paul Drain is the Finance Manager
- Kam Wong is the Finance Assistant
- Margaret Brown is the Managing Director

- (b) Name the person Joe Plum would report to if Anita Smith was ill.

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- (c) Identify **one** activity carried out by each of the following departments.

**Each activity must be related to the department.**

Marketing

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Finance

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Operations

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Human Resources

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4

1

4

[Turn over

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- # Vacancy



Please send a CV to PO Box 1005, Aberdeen AB10 4GY.

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- Full-time

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Permanent

Job share

2

3

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2

2

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Marks

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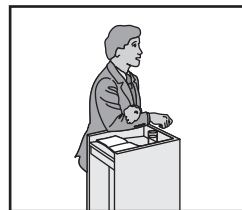
7. At the Annual General Meeting (AGM) the following took place.



A **report** was handed out.



A **graph** of sales was shown.



A **speech** was made.

- (a) From the above identify **one** example of each of the following methods of communication.

| Method of Communication | Example |
|-------------------------|---------|
| Written                 |         |
| Oral                    |         |
| Visual                  |         |

3

- (b) Suggest **one** possible **problem** with each of the following methods of communication.

The first one has been done for you.

| Method of Communication | Problem                         |
|-------------------------|---------------------------------|
| Written                 | <i>Unable to ask questions.</i> |
| Oral                    |                                 |
| Visual                  |                                 |

2

[Turn over

Marks




8. Study the questionnaire below. It has been designed to find the types of cat food people buy.


### QUESTIONNAIRE

1 Age of owner (*please circle*)

< 16    17-21    22-30    31-40    41+

2 Which of the following cat foods do you buy?



- (a) (i) Suggest **one** more question that could be added to the questionnaire.

Question \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1

- (ii) Give a reason for choosing your question above.

Reason \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1

- (b) Identify **2 secondary** sources of information.

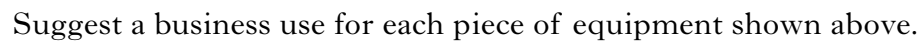
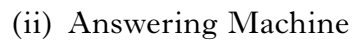
Source 1 \_\_\_\_\_

Source 2 \_\_\_\_\_

2



(i) Video Conferencing



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4

 $[4200/401]$

## ACKNOWLEDGEMENTS

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