

FOR OFFICIAL USE

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Total

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X234/101

NATIONAL
QUALIFICATIONS
2009

TUESDAY, 19 MAY
9.00 AM – 10.15 AM

BUSINESS
MANAGEMENT
INTERMEDIATE 1

Fill in these boxes and read what is printed below.

Full name of centre

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Town

--

Forename(s)

--

Surname

--

Date of birth

Day Month Year

--	--	--	--	--	--	--	--

Scottish candidate number

--	--	--	--	--	--	--	--

Number of seat

--

50 marks are allocated to this paper.

25 marks for Section **One** and 25 marks for Section **Two**.

Read each question carefully.

Attempt **all** the questions.

All answers are to be written in **this** answer book.

Do **not** write in the margins.

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.



SECTION ONE

This section should take you approximately 35 minutes.

Read the following passage and then answer the questions on *Pages three to seven* of the question paper.

Glenmorangie Hopes to Bottle Bigger Market

Glenmorangie, the whisky group, has revealed a new brand image as part of a marketing campaign. This will help to gain a bigger share of the growing worldwide malt whisky market.



As part of the campaign, the group is introducing a new and stylish look, but still based on the drink's Gaelic roots. This will include new bottles, new packaging, a new emblem and three new versions of the whisky. Glenmorangie has a website that provides information to its customers. This is currently being updated to show the new products and will be revealed when the products are launched.

The whisky's new logo, the "Signet", has been inspired by the Cadboll Stone. This ancient standing stone was originally sited on the estate of Glenmorangie House in Ross-shire.

Paul Neep, Glenmorangie chief executive, welcomed the new ideas as "great news for the Scotch whisky industry" and "the next stage in the history of Glenmorangie". There has also been a financial investment in a new bottling operation at Broxburn. This has created around ten new jobs. Mr Neep believes that the stylish look will appeal to a much wider audience at a time when more and more people are opening their eyes to the world of malt whisky. It's really about giving an extra boost to the product so that it appeals to consumers, not just at home, but also in markets such as China, Russia and the US.

Glenmorangie whisky creator, Rachel Barrie, helped come up with the three new versions of Glenmorangie Whisky. The new image and range should be launched soon and this will be an exciting time for Glenmorangie.

Sources: The Scotsman and The Evening News

**CANDIDATE'S
NOTES**

QUESTIONS

Answer ALL the questions.

1. Glenmorangie is a PLC.

(a) Define the term PLC.

1

(b) A stakeholder has an interest in the success of a business.

Identify **2** stakeholders of Glenmorangie and describe a different interest for each stakeholder.

4

<i>Stakeholder</i>	<i>Interest</i>

2. Ten new jobs have been created at the Broxburn site.

(a) Name the department in Glenmorangie that will be responsible for recruitment.

1

[Turn over

2. (continued)

(b) Describe the following types of training that could be given to employees in Glenmorangie.

2

On the Job _____

Induction _____

3. (a) Suggest **2** possible reasons why Glenmorangie changed their brand image.

2

1 _____

2 _____

(b) Identify **2** methods that Glenmorangie could use to inform their customers of the changes to their image.

2

Method 1	
Method 2	

Marks

4. (a) Identify a method of production that Glenmorangie may use.

1

Method _____

(b) Describe **one** advantage and **one** disadvantage of the method of production identified in 4(a).

2

Advantage _____

Disadvantage _____

5. Quality is important to all business organisations.

Suggest **3** ways that Glenmorangie could ensure high quality.

3

1 _____

2 _____

3 _____

[Turn over

6. (a) Describe any 3 of the following technologies.

- Electronic Diary
- Video-conferencing
- Local Area Network
- EPOS

3

<i>Technology</i>	<i>Description</i>

6. (continued)

(b) Describe 2 costs and 2 benefits of using ICT.

4

<i>Costs</i>	<i>Benefits</i>

(25)

[END OF SECTION ONE]

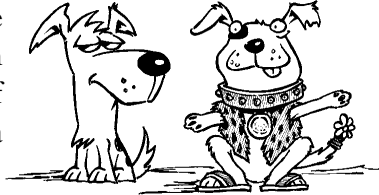
SECTION TWO

This section should take you approximately 35 minutes.

Read the following passage and then answer the questions on *Pages nine to thirteen* of the question paper.

“Just Dogs” Is Barking Up The Right Tree

On Christmas morning most dogs are left to chew on a squeaky toy and some biscuits while their owners rip open presents. This year, however, some of Edinburgh’s doggies could be in for a festive treat.



As well as the normal collection of bones, treats and rubber balls, dog lovers will now be able to buy unusual accessories such as life jackets and backpacks. These are among the items on offer at Just Dogs—a new shop set up by 29 year old entrepreneur Gemma Johnstone. She is a former Scottish Society for the Prevention of Cruelty to Animals (SSPCA) worker who spent the past year finding unusual items from around the world.

Ms Johnstone, a self-confessed “dog nut” who owns two cocker spaniels, said: “A lot of pet shops just have bowls, food and leashes, but I wanted to provide some more unusual, luxury items for dog owners to treat their pets with. I’ve got things like dog body-warmers and waterproof jackets, which can be used on either long hikes or just a walk around the park on a chilly, wet day. There’s a range of little backpacks, which can be used to store things like food, water bowls and blankets that are needed on a long hike.”

The all-weather clothing and equipment ranges in price from £10 to around £80. They also come in a range of sizes, although Ms Johnstone added that they would probably prove more popular with owners of larger dogs. The store will also stock a range of custom-made beds and mini armchairs.

As part of the store’s opening weekend, it will be giving some of its takings to the Scottish SPCA to help care for rescued dogs.

Sources: The Scotsman and The Evening News

CANDIDATE’S
NOTES

QUESTIONS

Answer ALL the questions.

1. Gemma Johnstone is an entrepreneur.

Describe **2** roles of an entrepreneur.

2

1 _____

2 _____

2. (a) Identify **2** problems Gemma may face when setting up her business.

2

1 _____

2 _____

(b) State a different objective for each of the following organisations.

3

<i>Organisation</i>	<i>Objective</i>
Sole trader eg Just Dogs	
Charity eg SSPCA	
Publicly-funded organisation eg Edinburgh City Council	

Marks

3. Just Dogs has launched a website.

Suggest **2** ways a business could use a website.

2

1 _____

2 _____

4. Information can be presented in a variety of ways.

In the table below, name the different types of information being described.
The first one has been completed for you.

4

<i>Description</i>	<i>Type of information</i>
This type of information can give an instant response.	Oral
This type of information allows you to carry out calculations.	
This type of information could be referred back to and can be kept as a record.	
This type of information is in the form of photographs.	
This type of information is a good way to display complicated information and for making comparisons.	

Marks

5. (a) Define the term multinational organisation.

1

(b) List 2 reasons why an organisation might become a multinational.

2

1 _____

2 _____

6. Rising costs could be a worry for a business.

(a) Suggest 2 ways a business could reduce their costs.

2

1 _____

2 _____

[Turn over

6. (continued)

(b) Define the financial terms in the table below. The first one has been done for you.

2

<i>Finance Term</i>	<i>Definition</i>
Fixed Assets	Items that a business owns that will last for more than one year
Drawings	
Debtors	

(c) Name the annual account in which each of the items in 6(b) would appear.

1

Marks

7. (a) Name **2** pieces of employment legislation.

2

1 _____

2 _____

(b) Describe **2** roles of management in employee relations.

2

1 _____

2 _____

(25)

[END OF SECTION TWO]

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

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Section Two		
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4		4
5		3
6		5
7		4