

Section A (Short Answer)Answer **all** questions.

- 1 (a) Distinguish between the 'private sector' and the 'public sector'. [2]
(b) Briefly explain **two** advantages of public sector businesses. [3]
- 2 (a) Define 'productivity'. [2]
(b) Briefly explain **two** ways of improving manufacturing productivity in a business. [3]
- 3 Explain why accurate cost data is important to a business. [5]
- 4 (a) Define 'product differentiation'. [2]
(b) Briefly explain **two** marketing benefits of product differentiation. [3]

Section B (Essay)Answer **one** question only.

- 5 (a) Analyse the importance of employee motivation for the achievement of business objectives. [8]
(b) Discuss the view that managers and leaders perform very different functions in business organisations. [12]
- 6 Discuss **how** and **why** a multinational food manufacturer might have corporate social responsibility (CSR) as a business objective. [20]
- 7 (a) Analyse why it is important for businesses to effectively manage their levels of cash. [8]
(b) Discuss how liquidity ratios could be useful for external stakeholders of a business. [12]

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