Summer Examinations 2015

ACC201815N

Module Title: Enterprise Operations
Level: Five
Time Allowed: Three hours plus 15 minutes reading time. Students must not commence answering the questions until the reading time has ended.

Instructions to students:

- Enter your student number not your name on all answer books.
- During the 15 minutes reading time, students are permitted to make notes on the examination paper but not the answer booklets. Students should begin answering the questions after the reading time has ended.
- There are five sections.
- Answer one question from each section.
- All questions are equally weighted.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.

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Section A

Answer one question from this section.

Marketing

1. Using an example of a modern business, explain the interrelationship between Finance, Marketing, and Consumer Groups.

2. Explain the 8 Ps of marketing in relation to the history of, and the current marketing philosophy.

End of Section A
Section B follows

Section B

Answer one question from this section.

Managing Human Capital

3. Explain using an example how the demand and supply of Labour is managed by Human Resource personnel.

4. Describe the main differences in Theory X and Y, and what this may look like in the management of people.

End of Section B
Section C follows overleaf
Section C

Answer one question from this section.

Global Business

5. Describe an example of Tax Avoidance, and contrast this with evasion.

6. What are the main drivers and supporting infrastructure for globalisation, and how does it affect businesses of different sizes?

End of Section C
Section D follows

Section D

Answer one question from this section.

Operations Management

7. Demonstrate how STEP factors have changed supply chains for an industry of your choice.

8. Using examples show the benefits and interrelationship between value chains and value systems.

End of Section D
Section E follows Overleaf
Section E

Answer **one** question from this section.

**Information Systems**

9. What are the benefits and risks associated with outsourcing the supply and management of Information Systems?

10. Discuss the link between cultural dimensions and the structure of company boards.

End of Section E
End of Paper