Summer Examinations 2016

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 on the answer book. Students should begin answering the questions after the reading time has ended.
- There are five sections.
- Answer one question from each section.
- All answers are equally weighted.
- Begin each question with a separate answer book; label each answer book clearly with the number of the question you are answering.

No. of Pages: 6
No. of Questions: 10
Section A

Answer one question.

Marketing

1. Comment on Segmentation, Targeting and Positioning (S-T-P) as types of marketing activity?

   Give examples of famous brands that use Concentrated, Differentiated and Undifferentiated Targeting to promote their chosen products?

2. Discuss the Advantages and Disadvantages of:

   Primary (or Field) Market Research?

   and:

   Secondary (or Desk) Market Research?
Section B

Answer one question.

Managing Human Capital

3. For a new employee in the Accounting Department of a Small or Medium size Enterprise discuss the differences between:
   
   On the Job Training?
   
   and:
   
   Continued Professional Development?

4. What are the benefits of ‘regular, agreed outcome’ based Performance Appraisal?

   Why is it important to have individual Performance Appraisal linked to the current organisational strategic aims and objectives?

End of Section B
Section C follows overleaf
Section C

Answer **one** question.

**Global Business**

5. What is the likely outcome if Countries of the EU compete with each other over the rate of Corporation Tax charged to Global companies and why?

6. Explain what LoNGPESTLE is and how it improves analysis of operating environments.

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End of Section C
Section D follows overleaf
Section D

Answer one question.

Operations Management

7. What is JIT manufacturing, and why is it chosen over other forms of modern manufacture planning?

8. Explain how the use of Porter’s Five Forces model can be used to analyse an industry’s ‘structure’?
Section E

Answer one question.

Information Systems

9. What are the Reasons to Outsource, and the Rewards of Outsourcing, for a modern IT Service company?

10. Discuss the 4 main Types of information systems that serve the different organizational levels within a modern Enterprise?

Which Type of Information System is used by, Senior Managers to determine strategy? Middle Managers to support their decisions? Operational Managers to complete everyday transactions for the enterprise?