Examination Period 2: 2018/19

HRMM03219N

Module Title               Human Resource Management in Context
Level                     Seven
Time Allowed              Two hours

Instructions to students:

- Enter your student number **not** your name on all answer books.
- Answer **all** questions.
- All questions are equally weighted.
- Begin each question on a separate page, label each page clearly with the number of the question you are answering.
- The use of calculators is permitted.
- Students are permitted to take one annotated copy of the case study into the examination room. This must be handed in with the answer books at the end of the examination.

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Answer all questions.

**Question 1**
Calculate the following financial ratios with appropriate workings, explanation and interpretation of the results compared to results from 2012.

- **a.** Profitability: gross profit margin, net profit margin, ROCE
- **b.** Liquidity: current ratio, quick ratio (acid test)

**Question 2**
Analyse the non-financial performance factors (i.e. internal and external contexts of Breads United) using SWOT and STEEPLE frameworks.

**Question 3**
Evaluate findings from both financial and non-financial performance factors leading to an overall assessment of any issues of concern and your recommendations for action to resolve these issues.