

**13.4bc**

EducaPrint Ltd is a business publishing schoolbooks in Ireland. John O’Leary, the Production Manager, suggested introducing some of its traditional print books in eBook format. He wanted to tap into the improvements in broadband speed and the major developments in mobile devices. The eBooks were launched onto the market in 2013 to great success. EducaPrint Ltd operated in a matrix organisation structure for the development of the eBook products.

- B Outline the benefits and challenges for EducaPrint Ltd of a matrix organisation structure (team structure) for the development of the eBook products. (20)
- C Discuss the **importance of the management activity of ‘planning’** for EducaPrint Ltd. (20)

**11.4**

- C Describe how **‘stock control’ and ‘quality control’** achieve efficiencies in business. (20)

**11.5**

- C (i) Illustrate your understanding of the term **‘risk management’**.  
(ii) Describe **three** methods a manager might consider to minimise risk within a business. (20)

**08.4**

- C Evaluate the contributions that **Stock Control and Credit Control** make to the successful management of a business. Use examples in your answer. (20)

**08.6**

- B (i) Explain the term **‘risk management’**.  
(ii) Illustrate **three** methods that can be used to reduce risk in a business. (20)

**05**

- C What advice on management activities would you give to Tom in relation to the new network installation department? Make relevant assumptions where necessary. (30)

**04.4**

- A Define **‘Organising’**. Illustrate the importance of good organisations for the success of a business enterprise. (15)
- B Evaluate how two different types of **Planning** contribution to the success of a business or community enterprise. Use examples in your answer. (20)

**02.4**

- C **“Organising is the most important management activity”**. Do you agree with this statement? Support your opinion with two reasons and examples. (20)

**02.5**

- A Outline two activities that are common and two activities that are different when **managing a business as opposed to managing a household**. (20)

**01.4**

- C **“Planning is the most important management activity”**. Explain why managers would deem this statement to be true. Support your answer with reasons and examples (25)

**01.5**

- B Describe what is meant by **Risk Management**. Illustrate a method that ‘Capdata’ could use to reduce risks to the business. (20)

**99.4**

- C **“Planning is the most important management activity”**. Do you agree with this? Statement? Support your opinion with reasons and examples. (20)

**99.5**

- A Outline the activities that are different in **managing a business and in managing a household**. (20)

**S.4**

C “Controlling is the most important management activity”. Do you agree with this statement? Support your opinion with reasons and examples. (30)

**S.5**

A Compare the activities common to managing a business and managing a household. (20)

**Applied Business Questions****11**

A (i) Define the management activity of ‘planning’.  
(ii) Illustrate how different types of planning benefit Clothes-4-Us Ltd. (20)

**09**

B Discuss three types of management control that you would recommend Liam put in place to secure the future of RES Ltd. (30 marks)

**06**

A Discuss how management activities can help Ruth improve the performance of the business. (30)

**05**

C What advice on management activities would you give to Tom in relation to the new network installation department? Make relevant assumptions where necessary. (30 marks)

**01**

A Illustrate two areas of control that you would recommend to be put in place immediately in the business. Outline one reason in each case and refer to the above text in your response. (20)

C Using appropriate business headings to guide your thinking, describe how you see the future of the enterprise. Make relevant assumptions that you feel may be necessary given the details above. (20)

**00**

B Analyse the management activities used by Paddy in the running of his successful business. Refer to the above text in your answer. (20 marks)