

Unit 3

7. (a) Name **one** leadership style. _____
- (b) Illustrate how a manager adopting **this** leadership style might manage the process of change in a business.

Page 3 of 9

4. Outline **two** rights of a 'Data Subject' under the terms of the Data Protection Acts, 1988 and 2003.

(i) _____

(ii) _____

5. Outline **two** implications for management when a company develops its own website:

(i) _____

(ii) _____

10. Outline **two** possible implications for a business if a manager adopts McGregor's Theory X approach to managing:

(i) _____

(ii) _____

4. (a) Define the term *delegation*.

(b) Outline **two** benefits of delegation within a business:

(i) _____

(ii) _____

5. Outline **two** features of a matrix organisation structure:

(i) _____

(ii) _____

3. (a) Distinguish between **two** types of meetings which are common in a business.

(b) Outline **two** benefits of meetings as a method of communication.

(i) _____

(ii) _____

4. (a) Explain the term 'span of control'.

(b) Outline **two** factors that affect the width of the span of control in a business:

(i) _____

(ii) _____

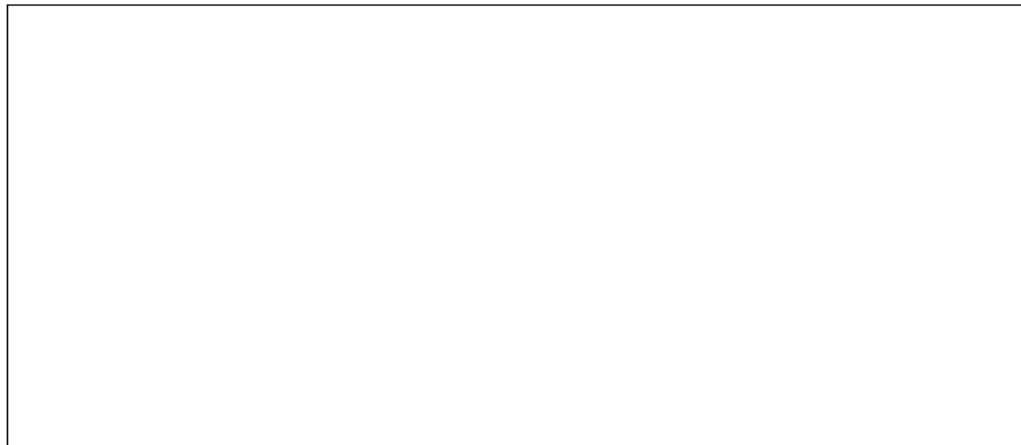
2. Using today's date draft a memorandum (memo) from Peter Murphy, Marketing Manager, to Mary O'Brien, Managing Director of a retail business outlining **two** different sales promotion incentives to encourage sales.

6. Distinguish between Strategic Planning and Tactical Planning. Give **one** example in each case.

2. (a) What do the letters SWOT stand for? _____

- (b) Explain its use in business: _____

4. Draft and label a matrix structure for a manufacturing organisation:



7. Maslow identified, in his hierarchical model, 'self-actualisation' as a human need.

(a) Self-actualisation means _____

(b) Name **two** other human needs he also identified:

(i) _____ (ii) _____

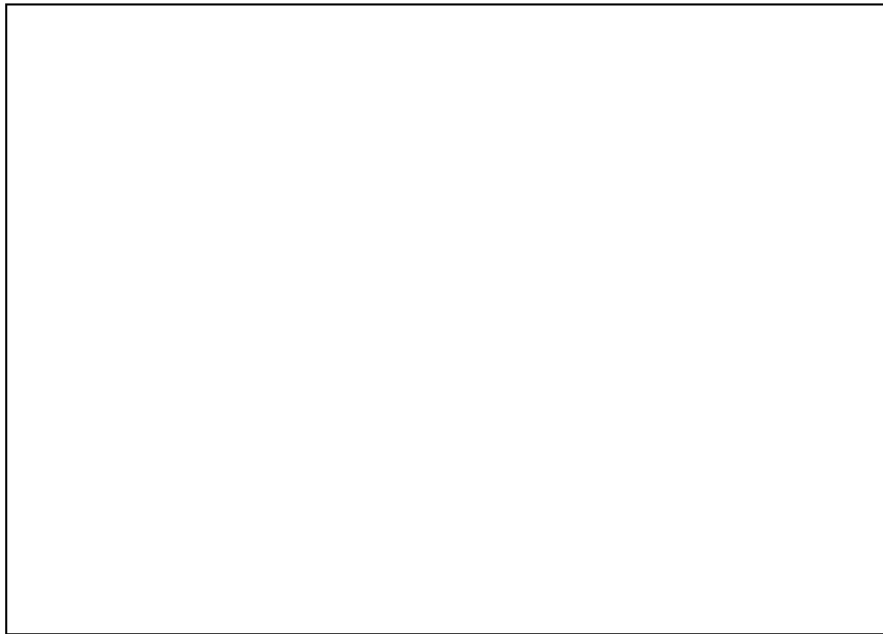
3. Define management:

4. Draft and label a matrix structure for an organisation having two project teams:

6. Draft a memorandum from the Sales Manager to all staff in a retail outlet informing them that the newly agreed 10% commission scheme on sales will apply from 1 July:

3. List **four** activities that are similar when managing a household and managing a business.

4. Draw and label a suitable 'organisation structure' diagram for a manufacturing organisation.



5. Outline **three** problems of e-mail in business.

(i) _____

(ii) _____

(iii) _____

10. The following sales information is taken from the books of The Grand Hotel:

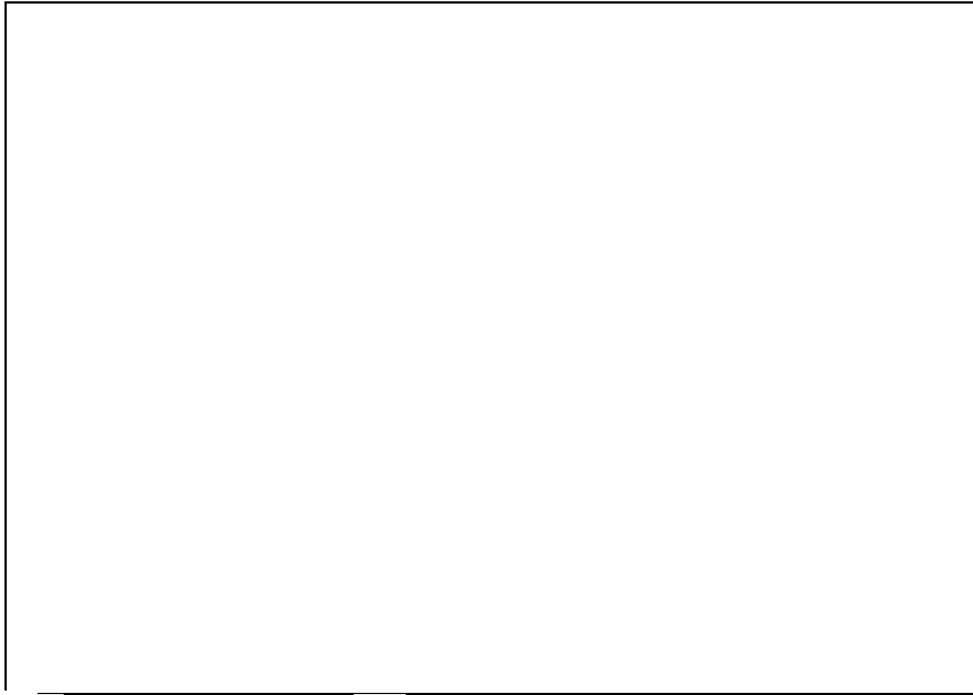
May 2004: Rooms €45,000; Bar €35,000; Restaurant €25,000; Functions €15,000.

May 2005: Rooms €60,000; Bar €40,000; Restaurant €30,000; Functions €95,000.

Illustrate this information in bar chart form.

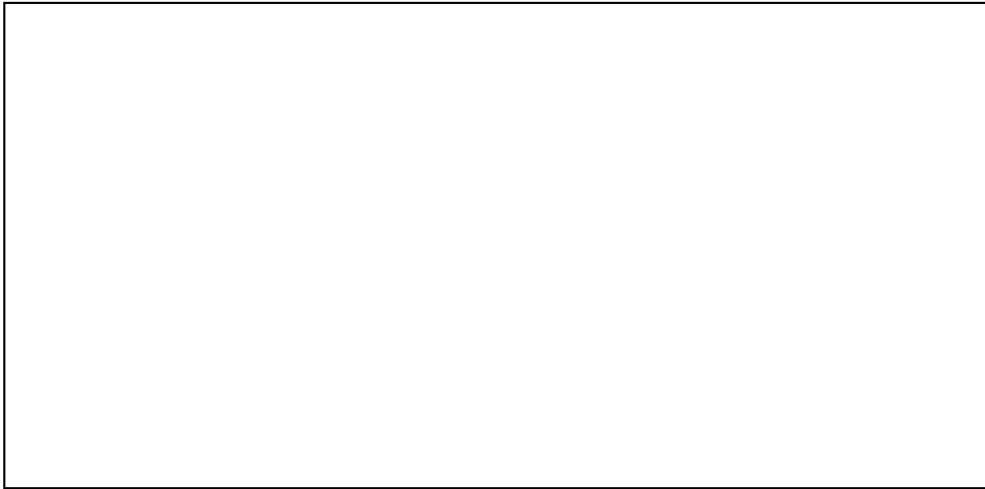


4. Draft a **memorandum** (memo) using an appropriate format, to all department managers suggesting two topics for an upcoming management-training day.



5. Illustrate what is meant by “Terms of Reference”.

3. Draft and Label a typical Organisational Structure for an organisation of your choice.



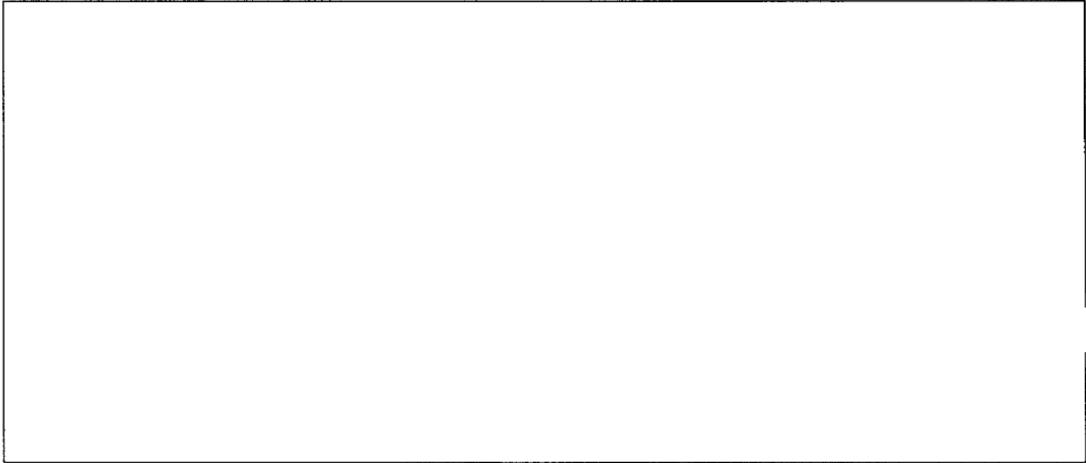
6. Name **three** types of Control in business.

10. Draft a Bar Chart from the following data:

<u>Cost Category</u>	<u>%</u>
Marketing	10
Transport	20
Raw Materials	25
Labour	30
Expenses	15



4. Draft a typical Span of Control for an organisation of your choice.



5. Complete this sentence: E.D.I. helps a business to:

6. Column 1 is a list of Business terms. Column 2 is a list of possible explanations for the terms. Match the two lists by placing the letter of the correct explanation beside the relevant number below. One explanation has no match.

Column 1: Terms		Column 2: Explanations
1.	Enterprise	(a) A system of continuous quality improvement for all levels in an organisation.
2.	Empowerment	(b) That part of the issued shares of a company held by those who take the greatest risk and are therefore entitled to the profits.
3.	Electronic Mail	(c) The sending of written messages through an Information and Communications Technology network cheaply.
4.	Equity Capital	(d) The ability to seek out opportunities of all sorts combined with the willingness to accept risk in order to exploit them.
5.	Exchange Rate	(e) Placing decision making, control and responsibility in the hands of employees in an organisation.
		(f) The price of a currency in one country in terms of the price of the currency in another county.

1		2		3		4		5	
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0. Using an appropriate format, draft a memorandum (memo) to all Directors setting out the notice for the A.G.M. of a Private Limited Company.

1. What do the following letters stand for? Write each answer in full in the space provided.

SWOT

EDI

ROI

TQM

HRM

3. Chart & label Maslow's Hierarchy of needs.

4. Management co-ordination requires:

8. Draft a memorandum (memo) using an appropriate format, to all Sales Executives in the organisation listing two methods of Sales promotion to be used in the business.

4. Draft a typical Span of Control for an organisation.

Explain your answer in one sentence.

5. Complete this sentence:
A 'Spreadsheet' helps a business to:

10. List four contrasting activities in managing a household and managing a business.

- (i) _____
- (ii) _____
- (iii) _____
- (iv) _____

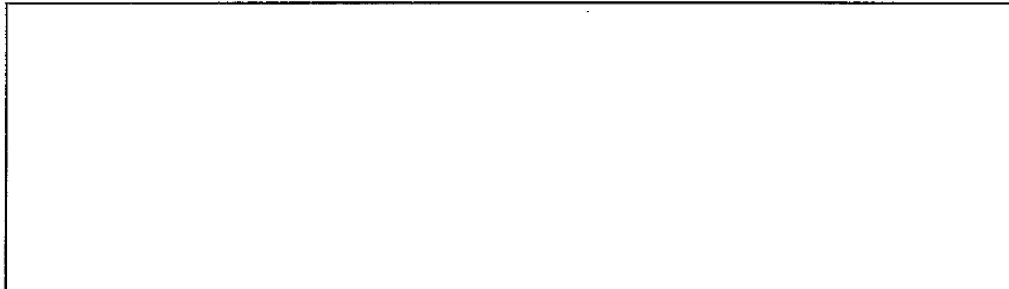
[80 marks]

2. Draft a **memorandum** (memo), using an appropriate format, to all department managers changing the notice for the monthly managers' meeting:

3. What is Video-conferencing?

4. Name one type of Organisation Structure:

Draw a chart of that structure:



5. Which type of management control do you feel is the most important?

Explain your choice.
