

Write your name here

Surname

Other names

**Edexcel
Principal Learning**

Centre Number

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Candidate Number

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Business, Administration and Finance

Level 3

Unit 8: Responding to Change in Business

Monday 23 January 2012 – Morning

Time: 1 hour

Paper Reference

BA308/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Which **one** of the following is a political factor that will impact on a business?

A	Changes in the value of the pound	<input type="checkbox"/>
B	Changes in hours worked by students	<input type="checkbox"/>
C	Changes in the UK government	<input type="checkbox"/>
D	Changes in UK interest rates	<input type="checkbox"/>

(Total for Question 1 = 1 mark)

2 Which **one** of the following is a possible internal cause of change?

A	A worsening of economic conditions in the UK	<input type="checkbox"/>
B	A rise in the level of unemployment	<input type="checkbox"/>
C	A fall in the price of imported raw materials	<input type="checkbox"/>
D	An improvement in the way work is done	<input type="checkbox"/>

(Total for Question 2 = 1 mark)

3 Which **one** of the following is **most likely** to arise from trade liberalisation?

A	An increase in tariffs in the EU	<input type="checkbox"/>
B	An increase in the flow of capital abroad	<input type="checkbox"/>
C	A reduction in immigration to the UK	<input type="checkbox"/>
D	A reduction in the rate of economic growth	<input type="checkbox"/>

(Total for Question 3 = 1 mark)

4 Which **one** of the following is **most likely** to be caused by an increase in inflation?

A	Increased wage demands	<input type="checkbox"/>
B	Reduced costs of production	<input type="checkbox"/>
C	Reduced interest rates	<input type="checkbox"/>
D	Increased consumer confidence	<input type="checkbox"/>

(Total for Question 4 = 1 mark)



5 Which **one** of the following is **most likely** to have been caused by a change in employment law?

Changes in:

A	recycling hazardous waste	<input type="checkbox"/>
B	working conditions	<input type="checkbox"/>
C	attitudes to work	<input type="checkbox"/>
D	mechanisation	<input type="checkbox"/>

(Total for Question 5 = 1 mark)



Read the information below and answer the questions that follow.

Nokia is the world's leading mobile phone manufacturer producing 30% of global output.

It has won acclaim for its environmentally friendly approach to production. The pressure group Greenpeace has ranked Nokia as the top electronics company due to its green policies on waste, recycling and the climate.

Nokia also takes its social responsibilities seriously. It has adapted the hearing, speech, vision and mobility functions of its phones with an ageing population in mind. However, this has not halted a reduction in its market share. Competition from Apple's iPhone, Google's Android and RIM's Blackberry have caused Nokia major problems.

Nokia has a number of research centres around the world, including one located at Cambridge University. Here, the workforce undertakes research and development in areas such as consumer technology and nanotechnology. The research can then be used for a variety of applications such as the Nokia N8 mobile phone that was released in 2010.

6 Nokia is affected by changes in the external environment.

Describe how each of the following affects Nokia.

(a) An ageing population.

(3)

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(b) Increasing competition from companies such as Apple, Google and RIM.

(3)

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(c) Technological developments such as consumer technology and nanotechnology.

(3)

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(Total for Question 6 = 9 marks)



7 Governments have put increasing pressure on business organisations with regards to efficient use of natural resources and waste reduction.

Discuss **two** ways these pressures may impact on individuals in organisations such as Nokia.

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(Total for Question 7 = 6 marks)



Between 2006 and 2010 the Nokia share price halved as the company struggled to develop a mass market phone and a smart phone to compete with the iPhone and Blackberry.

In July 2010 Nokia announced a fall in annual profits of 41%. In response to this, in September 2010, Nokia announced that Stephen Elop would become its Chief Executive Officer. Elop, who had been the head of Microsoft's Business Division, said 'Our company faces a remarkably disruptive time in the industry, with recent results demonstrating that we must reassess our role in, and our approach to, this industry'.

Changes took place almost immediately. In October 2010 it was announced that 1800 jobs would be cut. A Nokia spokesperson said, 'We are committed to managing these changes in a way that reflect Nokia's values, and will support affected employees with alternative solutions, such as helping them find new positions within the company.' These job losses come on top of 6000 redundancies in 2009.

8 Financial data such as sales, costs and profits can be used to measure the impact and implementation of change on employees within an organisation.

(a) Outline **one** advantage and **one** disadvantage to an organisation of using financial data to measure the impact of change on its employees.

(4)

Advantage

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Disadvantage

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