

Section A Exam-style Questions for May 2023 Case Study: Skandvig Terra (SVT)**Unit 1: Business Organization and Environment**

1. (a) Describe **two** economic sectors SVT operates in. [4]
- (b) Explain the reasons why SVT has developed a corporate social responsibility program (CSR) - SVT's Outreach Programme. [6]
2. (a) Describe **one** strength and **one** weakness of SVT. [4]
- (b) Explain the benefits to SVT of having a vision statement. [6]

Unit 2: Human Resource Management

3. (a) Explain **two** possible human resource strategies that SVT could use to reduce H4's employees' resistance to change. [4]
- (b) With reference to Ariadne, Yannick and Jayne, explain the key functions of management. [6]
4. (a) With reference to SVT and H4, describe two steps involved in the process of recruitment. [4]
- (b) With reference to SVT and H4, explain the impact of low labour turnover at H4 [6]

Unit 3: Finance and Accounts

5. (a) Describe **one** advantage and **one** disadvantage of SVT subsidizing WF-15. [4]
- (b) Explain the benefits to SVT of having multiple revenue streams. [6]
6. (a) Describe **two** advantages for SVT of using a budget. **(HL only)** [4]
- (b) Explain how subsidies will negatively impact SVT's overall profitability, making other stakeholders in the business unhappy. [6]

Unit 4: Marketing

7. (a) Describe **two** ways SVT differentiates its products from its competitors. [4]
- (b) With reference to SVT and the home filters, explain the importance of brand leadership [6]
8. (a) With reference to WF-15, describe **two** steps in the development of a brand. [4]
- (b) Explain a suitable promotional mix that SVT might use for the WF-15. [6]

Unit 5: Operations Management**HL and SL**

9. (a) Explain **two** qualitative factors of location for SVT to open a new desalination plant [4]
- (b) With reference to SVT, explain the role of sustainability. [6]

HL only

10. (a) Describe **two** methods SVT might use to improve its labour productivity. [4]
- (b) With reference to SVT, discuss the advantages and disadvantages of operating at full capacity. [6]