WEST AFRICAN SENIOR SCHOOL CERTIFICATE EXAMINATION

BUSINESS MANAGEMENT

PAPER 2 — ESSAY

2019

Time Allowed: 2 hours **Answer four questions only**

All questions carry equal marks. Credit will be given for clarity of expression and orderly presentation of material.

CASE STUDY

Read the following case carefully and answer the questions that follow.

BEST ICE CREAM COMPANY LIMITED

Mrs. Winifred Teye had worked since 1990 as a caterer in a restaurant of a large departmental store. She worked long hours and earned good wages. She saved regularly because she had the intention of starting her own business. Her fortune turned around in September 2010 when she received financial support from her aunt, to complement her own savings. She invested it in an existing business, Kemoh Limited, that produces ice cream. She re-registered the business under a new name: Best Ice Cream Company Limited. Mrs. Teye worked with high determination to ensure the success of the business. Some of the things she did were that, she came out with a trade name and logo, improved the interior design of the business premises, recruited and trained a number of sales persons. By the third year after commencing operations on her own, Mrs. Teye had opened three sales outlets in addition to the one she initially bought. She now finds the business profitable and plans to open two new sales outlets by the fifth year. Her plans also include a mobile sales force that would do home and corporate deliveries. She has estimated the cost of expansion to be one hundred thousand dollars. She is confident to finance up to 50% of the cost from her existing business. Mrs. Teye is now contemplating on the sources from which to raise the remaining 50% of the required finance for the expansion.

1.

(a) List three (3) attributes of Mrs. Teye as an entrepreneur.

(b) Explain three (3) factors that accounted for the success of Best Ice Cream Company Limited.

(c) State four (4) features of Best Ice Cream Company Limited as a private limited liability company.

(d) State four (4) sources from where Mrs. Teye can raise the remaining 50% of funds needed for the expansion.

2.

(a) List three (3) parties to a Bill of Exchange.

(b) List four (4) features of a Bill of Exchange in international trade.

(c) State four (4) functions of a commercial bank.

3.

(a) List two (2) techniques in time management.

(b) Explain the term trade union.

(c) Outline five (5) functions of a trade union.

4.

(a) What is marketing?

(b) Explain the elements of marketing mix.

5.

(a) List five (5) external sources of recruitment to an organisation.

(b) Explain five (5) duties of a Human Resource Manager.

6.

(a) Explain five (5) reasons for workers going on strike.

(b) List five (5) methods that can be used to end a strike.

7.

(a) Differentiate public corporation from public limited liability company on the basis of:

(i) formation (ii) management (iii) finance

(b) State three (3) disadvantages of public corporation.

8.

(a) What is organising as it relates to management function?

(b) Explain the following principles of organising:

(i) chain of command; (ii) span of control;

(iii) unity of command; (iv) unity of objective.