PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER ONE 2025/2026

BUSINESS SCHOOL

MODULE AB25720: FUNDAMENTALS OF BUSINESS AND MANAGEMENT

Time allowed: **2 HOURS**

Answer TWO questions – both questions carry equal marks.

MAE MODD I FYFYRWYR GYFLWYNO ATEBION I'R PAPUR HWN NAILL AI YN Y GYMRAEG NEU'R SAESNEG

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Once seated, students may complete the front cover of the answer book(s) and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER OVER UNTIL INSTRUCTED TO DO SO.

Answer TWO questions from Nine

1. **Discuss the steps that businesses can take to ensure that they operate in a responsible manner? Use examples to illustrate your answer.**

2. **Apply Porter's Five Forces to analyse the competitive pressures facing a traditional village pub in the UK. Which of the forces is likely to have the greatest influence on its long-term survival, and why?**

3. **Critically evaluate the impact of globalisation on small independent retailers. To what extent does globalisation create opportunities as well as challenges for these businesses?**

4. **Discuss the causes of conflict in project teams and evaluate strategies a manager could use to resolve it effectively. Use examples to support your answer.**

5. **Using leadership theories discussed in class (e.g, Blake & Mouton's managerial grid, or transformational vs. transactional leadership), evaluate how different leadership styles can influence employee motivation and performance.**

6. **With reference to Hersey and Blanchard's situational leadership model, outline why and how leaders will adapt their style. Provide examples of when certain leadership styles will work best.**

7. **Discuss the options a company can take to grow their business domestically and internationally. Provide examples to support your answer.**

8. **How can left and right-wing economic policies impact the business environment? Use examples to support your answer.**

   OR

   Explain what is meant by the term public sector. How is it different from the private sector?

9. **Discuss what makes a successful business communication strategy. Use examples to support your answer.**

END OF PAPER