

## **Business and Management**

Time allowed: 1.5 hours (90 minutes)

Answer **TWO** questions

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**Please read the questions carefully. You should answer 2 questions. Each question is worth 50 marks.**

1. Apply the 4Ps marketing mix (product, price, place, promotion) to a Nike or Apple product, and explain why this mix is important to marketers. (50 marks)
2. Explain what SWOT is and why it is useful to a company. Use an example to justify your thoughts. (50 marks)
3. Identify some of the challenges facing managers in both large and small businesses and give examples of good and bad management. (50 marks)
4. Discuss the differences between a Sole Trader, a Partnership, a Private Limited Company, and a Public Limited Company. In your answer think about the advantages and disadvantages of each type of ownership. (50 marks)