Business, Management and Marketing

SAMPLE PAPER

Time allowed: 1.5 hours (90 minutes)

Standard non-programmable calculators are allowed.

As the format and topics of this exam has changed for 2027, this sample paper has been created to give you an idea of what to expect and help you prepare.

Answer **TWO** questions only

Each question is worth 50 marks. The paper is marked out of 100.

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

Section A: Business

1. Has globalisation been more beneficial than harmful for businesses and consumers? Consider the effects on jobs, prices, product choice, competition, and economic development. (50 marks)

2. Should businesses sacrifice short-term profits to become more environmentally sustainable? Discuss the potential costs and benefits of focusing on environmental responsibility. (50 marks)

3. Does competition always benefit consumers? Consider how competition affects prices, quality, innovation, and consumer choice, while also exploring any possible drawbacks. (50 marks)

Please turn over

Section B: Management

4. Is it better for managers to make decisions quickly or to take more time gathering information? Discuss the advantages and disadvantages of both approaches in different situations. (50 marks)

5. How important is workplace culture to an organisation's success? Consider whether culture can be more important than factors such as strategy, technology, or financial resources. (50 marks)

6. Why do people often resist change, and what can managers do to overcome this resistance? Use examples from organisations, schools, sports teams, or society. (50 marks)

Please turn over

Section C: Marketing

7. To what extent are consumers influenced by emotions rather than logic when making purchasing decisions? Support your argument with examples of products, services, or brands. (50 marks)

8. Does marketing shape society's values, or does it simply reflect what society already values? Consider topics such as social media, fashion, lifestyle trends, and consumer habits. (50 marks)

9. Can a company recover from a damaged reputation? Discuss what actions organisations can take after a public failure, controversy, or crisis, and whether rebuilding trust is always possible. (50 marks)

End of Paper