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**QQI**

**BA1 First Year Honours Level 6 – BA Hons  
Business**

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**SUMMER 2024 EXAMINATIONS**

Module Code: **B6BU100**

Module Description: **BUSINESS CONTEXT and ORGANISATION**

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**INSTRUCTIONS TO CANDIDATES**

Time allowed is 2 hours

Answer 3 Question out of 5 Questions

All questions carry 33 1/3 marks

**Question 1**

Mary has just received a resignation and will now have a vacancy/job to fill for Sales Administration Assistant. Outline a full structured step by step process for Recruitment and Selection, that Mary should follow in order to fill this vacancy.

**(Total 33.3 marks)**

**Question 2**

Lorna is the manager at a Vegan restaurant. She is trying to decide whether to attend the Taste of Dublin trade show/exhibition at the local convention centre. She would bring her signature dish, Vegan Asian Noodles, and though she knows it will raise her profile, financially she needs to know if she will make any profit at this food selling show, or even break even.

Here are the costs involved:-

Stall/Exhibition Fee (pay to have spot at the show):	300 euro
Assistant wages for day:	100 euro
Van Hire to transport food etc to Show	100 euro
Signature Dish Vegan Asian Noodles	
Tofu	2.00 euro
Noodles	.50 cent
Flavour	.50 cent
Vegetable	1.00 euro
Promotion box	.50 cent
Promotion bag	.50 cent
Selling price achievable at the show:	10.00 euros per box

**Can you :**

a. Establish the Break Even point, in terms of number of units/boxes of Noodles she needs to sell in order to break even. Please show your workings, and show a test for Break Even point.

**(20 marks)**

- b. Lorna has been advised by previous attendees that she would be likely to sell 200 units/boxes of noodles at the show. Can you advise Lorna what profit would she make if any at this level of sales, to help her decide whether to go?  
Please show your workings.

**(13.3 marks)**

**(Total 33.3 marks)**

### **Question 3**

Apply a LoNGPEST analysis to an organisation of your choice

**(Total 33.3 marks)**

### **Question 4**

Describe the NPD (New product development / product adaptation process) in structured stages, describing what happens at each stage, and using examples where appropriate.

**(Total 33.3 marks)**

### **Question 5**

- a. Define and describe what is meant by the culture of an organisation.

**(3.3 marks)**

- b. Identify each of the following 5 types of organisational culture, by labelling them with **one** of the following labels. Write the full label in your answer book with the scenario number e.g. '5.x.: Deal and Kennedy Tough Guy Macho'

**(5 x 6 marks = 30 marks)**

Labels to choose from:

**Deal and Kennedy Tough Guy Macho**  
**Deal and Kennedy Work Hard Play Hard**  
**Deal and Kennedy Bet your Company**  
**Deal and Kennedy Process Culture**  
**Handy Power Centred culture**  
**Handy Task Centred Culture**  
**Handy Role Centred Culture**  
**Handy Person centred culture**

Scenarios/Culture to label: Label each of these following five culture scenarios with one of the above labels in your answer book.

a. At CallUs Ltd., there is low risk, but rapid feedback. Each sale is only for 20 dollar shoes, so low risk, but it's a very busy, fast moving environment, so feedback is rapid. There is still time for a little fun however, every Friday there are fun rallies, and dress up days, and treats. The culture at Call Us could be labelled \_\_\_\_\_

(write in your answer book, 5.a. : x theorist,x culture)

b. At BigBank Ltd. , there is high risk, as each individual deal could be for millions of dollars, and it is a very fast moving environment, so results are instant, so Feedback is rapid. It is a stressful busy environment, success is valued greatly, and burnout is very common, employees going off sick and leaving because of the levels of pressure they deal with. Big Bank could be recognized as \_\_\_\_\_

(write in your answer book, 5.b. :x theorist,x culture)

c. At SmallCo Ltd, the boss Mr. Smyth has a big influence on the behaviour of the employees. Employees are rather similar to Mr Smyth. People dress like Mr. Smyth, and make decisions like the Mr. Smyth would make, and generally act as he does. The culture at SmallCo could be labelled as \_\_\_\_\_

(write in your answer book, 5.c.: x theorist,x culture)

d. At WeFlex Ltd, we value flexibility, you would not hear 'That's not my job' around here. We all do a bit of everything, whatever is needed to get the job done.

Last week the managing director was mopping the floor and the junior receptionist was closing a sale. The culture at WeFlex Ltd. Could be labelled as \_\_\_\_\_

(write in your answer book 5.d.:x theorist, x culture)

e. At SlowGo Ltd, we value order and procedure. We do not like change. We value the past and tradition and structure. There is little risk as each individual file we file is not that big a deal in itself, but of course the overall work is important. It could be five years before we see some of the results of our work, so feedback is slow. In the meantime, we concentrate on getting each step on the road right. The culture at SlowGo could be labelled \_\_\_\_\_

(write in your answer book 5.d : x theorist, x culture)

**(Total 33.3 marks)**

**END OF EXAMINATION**