

Complete, fold and seal
(see note 2 below)

Kenny

FORENAME(S):

Same

Instructions to Candidates

1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense of typing charged to the candidate.
4. Write your answers in ink.
5. Begin each answer on a fresh page. Do all rough work in the answer book and cross it through.
6. No part of this book is to be torn out; it must be handed in complete.
7. If more books than one are used, fasten them together using the tags available from the invigilator(s).
8. **Every book must be handed in. In no circumstances may answer books, used or unused, be taken out of the examination venue.**

1	Student Number	KEN13811838 /603336/1
2	Title of Examination Paper	MANAGEMENT INNOVATION Sustainability
3	Module Code	~~MA60018~~ 60AC5004-003
4	Date and Time of Examination	14th May 2018
5	Examination Venue	Main hall gower college
6	Seat Number	18
7	Number of Answer Books handed in	1 of 1

List the numbers of the questions you have attempted	Office Use
1	10
2	2
3	0
~~5~~	6
7	3
Total	21 $\frac{1}{10}$

(Gweler yr ochr arall am y fersiwn Cymraeg)

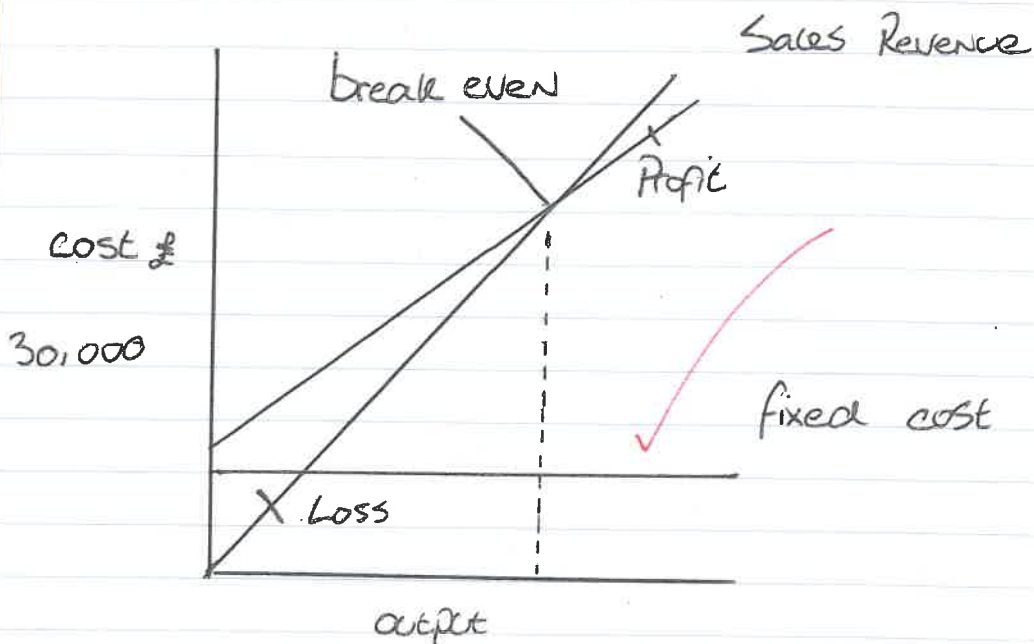
1d)
$$\text{Break-even Point} = \frac{\text{Fixed cost}}{\text{Selling price per unit} - \text{Variable cost per unit}}$$

$$= \frac{\pounds 30,000}{\pounds 75 - \pounds 51}$$

$$= \pounds 1666.6$$

Round up

1e) Break-even chart



4
4

6
6

2A)

M

1. ~~1.0~~ ~~1.0~~ talk to Staff individually about concerns
- 2.0 introduce a plan
- 3.0 Propose solution
- 4.0 Slowly introduce change
- 5.0 ensure Staff understand why the change is happening
- 6.0 make sure change meets requirements and Staff remain happy.

You are
measures to
Explain -
NOT LIST

2B)

- employees often don't want change
- fear of change
- disagreement of whether change will work
- don't think the solution is correct
- employees may leave due to change
- change ~~may~~ might be the wrong decision for the future of the company

You are
measures
to Discard
NOT LIST

3c)

- 1) could look for cheap material suppliers
- 2) ~~can~~ invest in machines to cut cost of labour
- 3) find a place with cheaper rent and rates than current place.

3a) full cost

$$= £10,3500$$

X

3b)

$$25\% \text{ profit} = 10,3500 \div 0.25 = 41,4000$$

$$\frac{10,3500 + 41,4000}{=} = \underline{\underline{£51,7500}}$$

Profit =

X

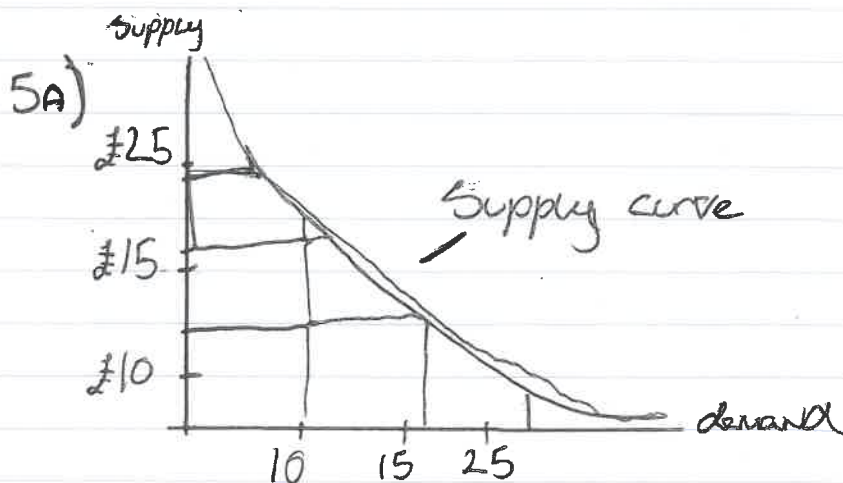
C

5A) Relationship between Supply and demand

Supply and demand are connected in a way that the Supplier must meet the demand rates to make a profit. As demand rises so must supply to avoid a crash or stand-still. A Supplier's pricing Rate must be reasonable to stay in business to avoid retailers taking business elsewhere/to a cheaper Supplier ✓

B.i) If a tyre is made for this certain model van then pricing should be slightly higher than average tyres due to the tyres getting more miles and less wear due to them being made for that model meaning the driver would have to buy new tyres less often, saving the buyer money over time, this would make demand slower but profit bigger. ✓

B.ii) diesel gives a vehicle more miles than petrol making it cheaper in the long run to run on diesel. This would make demand slower but leave a bigger margin for profit.



c.i)

- Higher standards of safety than the regular international safety regulations.
- Light weight construction / best light weight helmet on market.
- Used for both track and road
- New safer materials than other helmets.
- Comfortable to wear as well as light weight.
- We consider other helmets on the market and their Price

ii) When pricing, the quality of the helmet should be taken into consideration as well as the high standard of ~~the~~ safety. Show the market that this helmet is safer and lighter than the rest by a longshot ensuring safety and comfort that others can't give. If possible use a competitive price to give buyers more for their money, resulting in a higher demand.

33

©d

6) A) change could be needed to help lower its impact on the environment. Change may also be due to improve viewing to increase profit and also cast to a wider range of viewers on TV and other media.

CP
Too many
questions
answered
from one section.

7B)

NONE-ethical

- Taking A NON-ethical approach can save money on waste disposal but also have an impact on the environment
- Save money on materials by importing them knowing they were made under poor working conditions in a country of lower working standards
- employ foreign workers on a lower salary than what is fair just to save money
- Using foreign workers to work longer hours to get work done on a faster and cheaper rate

7C) • is what im doing correct?

• is what im about to do legal?

• Could it damage my reputation in the working world?

• if customers were to know would they go else-where?

2

2

11