



Complete, fold and seal
(see note 2 below)

12 Pages

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.**

SURNAME:

RADOI

FORENAME(S):

LARISA MADALINA

1	Student Number	2022389
2	Title of Examination Paper	
3	Module Code	LCBB6004
4	Date and Time of Examination	24/07/2023 11:00 A.M.
5	Examination Venue	
6	Seat Number	
7	Number of Answer Books handed in	

[illegible]

- 1 B. X
- 2 A. ✓
- 3 A. ✓
- 4 A. ✓
- 5 ~~C~~D. ✓
- 6 A. ✓
- 7 ~~B~~A. ✓
- 8 D. X
- 9 C. ✓
- 10 A. X

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5. International strategies refer to the way of entry in others markets.
The export it's the most known, and the one with low risk.

4. Business ethics is generally about some rules which any company should respect and use in order to perform and work in a healthy environment.

5

Ethics issues :

* Can be an issue with the law, for example if in the business it's against the law to discriminate a person by their aspect, culture, religion.

→ Sometimes in business it's happens to employ staff which in fact are the family part of the family and without a reason to gave them higher position.

5

8

1. Axes "A": Market ✓

Axes "B": Product ✓

(5)

The strategic options:

1) Market development (medium risk) ✓

2) Diversification (high risk) ✗

PL ✓

3) Product development (medium risk)

For 1 and 3 it's a medium risk because we discuss about major differences for a market or a product.

For 2 are some reasons for being the high risk. if for example, if i have a shop in the center of a city, but with products which are not reaching people from UK and the focus is for all the types in the world but missing the real.

Diversification it's risky because of the mix of new and different market products.

(5)

Very p

PART "B"

Question No.

Examiner Only

3. Strategy vision → Strategy option → Strategy choose → strategy administration.

In order to start a business or to have a good strategy in the existim one you need to have a vision followed by the mission.

After deciding which you want to be the future of the business and how people will see your contribution for the environment you need a plan of action and ~~decid~~ choose the right ones to implement

wrong X