



Prifysgol Cymru
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University of Wales
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Examination Answer Books

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.**

1	Student Number	2022009
2	Title of Examination Paper	EXQM Q88. 2.
3	Module Code	LCBB6004
4	Date and Time of Examination	24/07/23 10:30
5	Examination Venue	200W 12.
6	Seat Number	
7	Number of Answer Books handed in	

Complete, fold and seal
(see note 2 below)

SURNAME:

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List the
numbers of the
questions you
have attempted

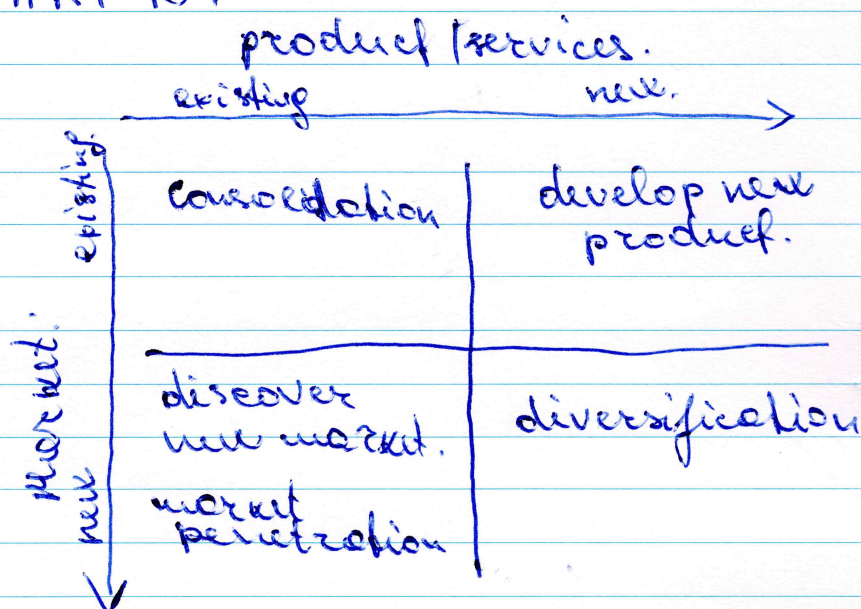
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PART (A)

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

PART B.

①



Diversification - quadrant 2 is the most riskiest because, like strategy of diversification, the businesses suppose to find a new product in a new market, and it's unknown situation for company how the consumer will they behave with this new strategy.

Quadrant 3 is about to develop new product in already existing market, so like a business you already have knowledge about market what they are prefer, now you are going introduce new product / services.

Quadrant 2 is about market penetration using existing product / services in a new market.

③ Strategy methods. is a method used by. business to promote themselves, keep being successful in a long term period.

There are four strategy methods:

- organic growth.
- merger
- alliance
- acquisition.

organic growth. like an example for organic growth i can use Google's Alphabet parent, so they try to develop new product every time, like google maps, google photo, to be successful, and be better than competitor, keep their customer during the long period of time. In organic growth company normally invest in their own development without any others, company help.

merger - when two companies providing different services, they are merged together for more perspective. like an example Disney and 21st Century Fox, they are exchanging content to have more customer.

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- ④. Business ethics is a regulation to keep business safe, employees have the same right like everyone doesn't matter colour, age, religion or education. Ethics is a part important to gain stakeholders trust, and also respecting ethics into company, competitor can't use this against you. Normally all company have like a ethics department and policy to help employee.
- The most common business ethics issue discrimination at the work place, between managers and ~~employees~~ low rank staff.

- ⑤ Balance Scorecard is a tool used by company to find out how long did now to obtain a good result. Accounting all four perspectives like: financial service, Customer, the department, learning and grow.