



**Complete, fold and seal
(see note 2 below)**

SURNAME: Zlate

FORENAME(S): VALENTIN VICTOR

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	2022008
2	Title of Examination Paper	ASSESSMENT 2 EXAM
3	Module Code	LCBB6004
4	Date and Time of Examination	24/07/2023 10:30 AM
5	Examination Venue	ROOM 12
6	Seat Number	
7	Number of Answer Books handed in	

[illegible]

(Gweler yr ochr arall am y fersiwn Cymraeg)

PART A.

Question No.

Examiner Only

1. D ~~X~~ ✓

2. A ✓

3. D X

(4)

4. B X

5. D ✓

6. B X

7. B X

8. D X

9. B X

10. ~~A~~ X

10. B ✓

PART B.

3. STRATEGY METHODS ARE VERY IMPORTANT TOOLS USED TO PROVIDE A VERY GOOD START AT TO HAVE A VISION AND MISSION TO HAVE MORE SUCCESS ~~WHEN~~ WHEN YOU THINKING TO START A NEW BUSINESS OR TO IMPROVE THE EXISTING ONE.

FOR ME THE FIRST TWO BEST STRATEGY ARE ANSOFF PRODUCT-MARKET MIX AND PORTER'S 5.

PORTER FRAME WORK DIAMOND DEVELOPED BY MICHAEL PORTER TO ANALYZE THE COMPETITIVE ADVANTAGES OF NATIONS AND DETERMINE THE FACTORS OF ~~A~~ NATIONS. ANSOFF STRATEGY ^{MATRIX} IS A STRATEGIC PLANNING TOOL USED BY BUSINESS TO ANALYZE AND DETERMINE GROWTH STRATEGIES. DEVELOPED BY IGOR ANSOFF

THE MATRIX PROVIDES A FRAMEWORK FOR
ASSESSING POTENTIAL OF COMPANY.
GROWTH OPPORTUNITIES BASED ON TWO
KEY FACTORS: PRODUCTS / SERVICES AND
MARKET.

④ BUSINESS ETHICS REFER TO THE MORAL PRINCIPLES AND VALUES THAT GUIDE THE BEHAVIOR AND DECISION MAKING OF INDIVIDUALS AND ORGANISATION IN THE WORLD. IT INVOLVES CONSIDERING THE IMPACT OF ACTIONS ON STAKEHOLDERS INCLUDING EMPLOYEES, CUSTOMERS, AND WIDER SOCIETY.

BUSINESS ETHIC BUILT THE FOUNDATION FOR RESPONSIBLE AND SUSTAINABLE BUSINESS PRACTICES, FOSTERING TRUST INTEGRITY.