



Communication & IT in Business
Business Past Exam Questions
Higher Level

2013

Section 1 - Question 3

5. Outline **two** implications for management when a company develops its own website:

(i) _____

(ii) _____

Section 3 - Question 1

Question 1

(A) (i) Explain the term 'data protection' under the terms of the Data Protection Acts 1988 and 2003.
(ii) Discuss the functions of the 'data protection commissioner' under the terms of this act.
(20 marks)

(B) Evaluate any **two** of the following legislative approaches to solving conflict:
(i) Small Claims Court;
(ii) Labour Relations Commission;
(iii) Employment Appeals Tribunal.
(20 marks)

(C) Illustrate your understanding of the following terms in relation to a valid contract:
Agreement; Legality of form; Consideration.
(20 marks)

(60 marks)

2012

Section 3 - Question 3 A

“Globalisation refers to the increasing interdependence of the world’s economies.”

- (A) Outline **four** developments in technology that have facilitated the growth in globalisation. (20 marks)

Section 3 - Question 4

Question 4

“How you communicate is as important as what you communicate.”

- (A) Illustrate the factors that a business needs to consider when communicating with its various stakeholders. (20 marks)
- (B) Distinguish between the duties of a chairperson and a secretary in the organising and running of an Annual General Meeting. (20 marks)
- (C) Outline two styles of leadership **and** illustrate how each of these styles may be appropriate in different business situations. (20 marks)
- (60 marks)

2011

Section 1 - Question 3

3. (a) Distinguish between **two** types of meetings which are common in a business.

- (b) Outline **two** benefits of meetings as a method of communication.

(i) _____

(ii) _____

Applied Business Question

Castlewest Hotel and Conference Centre

Castlewest Hotel and Conference Centre was established by Mary Cullen in 1994. Having worked in senior management positions within the hospitality sector for many years, Mary identified a niche in the local market for a hotel providing a high standard of service and comfort, while offering customers value for money. Located in the west of the country, Castlewest Hotel and Conference Centre enjoys an excellent reputation for delivering a personal and professional service to holidaymakers, businesses and passing trade. Independent online reviews of the hotel continue to compliment the very helpful and friendly staff. The hotel was totally refurbished and extended to include a state-of-the-art Conference Centre in 2005.



A significant investment in Information and Communications Technology (ICT) has taken place within the hotel in recent years. The Marketing Manager, Pat Butler, redesigned the website to include an on-line booking facility, which also provides a customer database. Complimentary Wi-Fi (internet access) is available throughout the hotel, while the Conference Centre is equipped with the latest video and audio conferencing facilities. Technology is also used in the day-to-day operations of the hotel, from stock ordering to managing the hotel's accounts.

Mary Cullen adopts a hands-on approach in her role as General Manager and can be seen daily walking around the hotel, talking to staff and customers and getting feedback. Despite her long working hours, she is also president of the local Chamber of Commerce. Using the hotel intranet, Judy O'Brien, the Assistant Manager, provides a weekly update to all staff on the hotel's performance. She has also developed a voluntary suggestion scheme where staff are encouraged to come up with innovative ideas for improvements, for which they are rewarded. Recently Dylan Jones, the Head Chef, was named 'Employee of the Month' for introducing a 'Lunch to Go' menu, which has increased weekday lunch sales.

Bookings and sales overall have fallen in the past 18 months, as individuals and businesses have cut spending. Hotel rates have been reduced in an effort to attract more business, and a range of cost-cutting measures were introduced, including closure of the hotel for the month of January. Further cuts will be necessary to ensure the continued viability and success of the business.

- (A) (i) Explain the term '**intrapreneur**'.
 (ii) Illustrate, using examples from the above text, how '**intrapreneurship**' benefits Castlewest Hotel and Conference Centre. (20 marks)
- (B) Discuss the impact that investment in technology has had on Castlewest Hotel and Conference Centre. Refer to the above text in your answer. (30 marks)
- (C) Evaluate how Mary can use her management skills to ensure the continued success of her hotel. Refer to the above text in your answer. (30 marks)

2009

Section 2 – Question 6

(A) Illustrate how the following developments in Information and Communications Technology (ICT) have impacted on business:

- (i) Electronic Data Interchange (EDI)
- (ii) The Internet and the World Wide Web
- (iii) Video-conferencing.

(20 marks)

2008

Section 3 – Question 4B

- (B) Describe the barriers to effective communication in a business enterprise and suggest methods a business might consider to overcome **two** of these barriers. (25 marks)

Section 3 – Question 6C

- (C) Illustrate the impact of new technologies on business opportunities. (20 marks)

2007

Section 3 – Question 4B

- (B) Discuss the importance of good communication between the levels in an organisation. (20 marks)

2006

Section 1 – Question 6

6. Draft a memorandum from the Sales Manager to all staff in a retail outlet informing them that the newly agreed 10% commission scheme on sales will apply from 1 July:

