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For Examiner's Use	
1	
2	
3	
4	
5	
Total	

- 1 (a) The new football boot is being developed. Identify and explain **four** stages of the future product life cycle of the new football boot.

For  
Examiner's  
Use

Stage: .....

Explanation: .....

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Stage: .....

Explanation: .....

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Stage: .....

Explanation: .....

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Stage: .....

Explanation: .....

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..... [8]

- (b) Consider why each of the following departments will be important to the success of the new football boots. Justify your answer using information in the case.

For  
Examiner's  
Use

Production: .....

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Marketing: .....

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Human Resources: .....

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Finance: .....

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..... [12]

- 2 (a) KSS production workers are highly skilled in doing just one task on the production line. Identify and explain **two** advantages and **two** disadvantages of workers being skilled in just one task.

For  
Examiner's  
Use

Advantage 1: .....

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Explanation: .....

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Advantage 2: .....

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Explanation: .....

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Disadvantage 1: .....

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Explanation: .....

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Disadvantage 2: .....

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Explanation: .....

..... [8]

For  
Examiner's  
Use

- (b)** The Production manager believes that labour-intensive methods are better than capital-intensive methods of production for the new football boots. Do you agree with him? Justify your answer using appropriate calculations from the information provided in Appendix 1.

Labour-intensive: .....

[illegible]

Capital-intensive: .....

[illegible]

Conclusion: .....

..... [12]

- 3 (a) Good communication is important to Emmanuel. He has the following information to communicate.

For  
Examiner's  
Use

- All employees are to receive a wage increase.
- There has been an error with a delivery of some supplies.

Identify a suitable method of communication for each situation. Explain why each method is suitable.

Method for 'all employees are to receive a wage increase': .....

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Explanation: .....

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Method for 'there has been an error with a delivery of some supplies': .....

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Explanation: .....

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..... [8]

- (b) Labour costs are much lower in other countries. Many sports shoe manufacturers produce in those countries. Consider the advantages and the disadvantages to KSS of manufacturing its football boots in another country. Do you think KSS should move manufacturing to another country? Justify your answer.

For  
Examiner's  
Use

Advantages: .....

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Disadvantages: .....

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Conclusion: .....

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[12]

- 4 (a) Identify and explain **two** benefits to KSS of creating a brand image for its new football boot.

For  
Examiner's  
Use

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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..... [8]



- (b) Emmanuel needs to decide a pricing strategy for the new football boot. Consider price skimming, cost-plus pricing and competitive pricing. Which do you think is the best pricing strategy for Emmanuel to use? Justify your answer using information in Appendix 3.

For  
Examiner's  
Use

Price skimming: .....

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Cost-plus pricing: .....

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Competitive pricing: .....

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Recommendation: .....

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..... [12]

- 5 (a) The new football boot will be exported to many different countries. Identify and explain **four** possible problems KSS may have when exporting the new football boot.

For  
Examiner's  
Use

Problem 1: .....

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Explanation: .....

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Problem 2: .....

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Explanation: .....

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Problem 3: .....

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Explanation: .....

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Problem 4: .....

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Explanation: .....

..... [8]

- (b) Emmanuel has already chosen Option 1. Was it the right decision to choose Option 1 rather than Option 2? Justify your answer by considering the advantages and disadvantages of each option.

For  
Examiner's  
Use

Option 1: .....

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Option 2: .....

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Conclusion: .....

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