ASSIGNMENT 1ST SEMESTER : BUSINESS MANAGEMENT 2  
(BM202)

CHAPTERS COVERED : CHAPTERS 1 - 9

DUE DATE : 3:00 p.m. 18 MARCH 2014

TOTAL MARKS : 100

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete ‘Instructions to Students for Completing and Submitting Assignments’ must be collected from any IMM GSM office, the relevant IMM GSM recognised Additional Tuition Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per module.

2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.

3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.

4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of each page.

5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 2500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.

6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.

7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.

8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 18 March 2014. Late assignments will be accepted, but 25 marks will be deducted from the maximum mark, if received after 3:00 p.m. on 18 March 2014 and up to 5:00 p.m. the following day, after which no assignments will be accepted.

9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, www.immgsma.co.za, on Friday, 2 May 2014.
ANSWER ALL THE QUESTIONS


**QUESTION 1**

Organisations do not function in isolation. Write a report that will indicate how all the variables in the management environment impact on a national airline in your country.

(1 mark each for the theory and 5 marks for application)

**QUESTION 2**

2.1 Explain how Porter’s Five Forces Model can be used to determine the profit potential of the cellular industry.

(1 mark for identifying and 1 mark for explanation)

2.2 Conduct research on a hotel group in your country. Draw up a portfolio analysis (BCG matrix) for the group. Highlight how this portfolio analysis can be used when making decisions regarding strategic choices for the future.

(2 x marks for theory explanation and 7 marks for application)

**QUESTION 3**

The job of a manager is to get work done through the efforts of others. Managers cannot do everything in a business and they need to assign a portion of their workload to other people. This is called delegation. Give a full discussion of delegation within an organisational context.

- Definition (1)
- Principles of delegation (7)
- Advantages and disadvantages (8)
- Process. (4)

**QUESTION 4**

You have been appointed as a manager at a leading retailer. Your main responsibility will be to initiate changes in the corporate culture of the business. You are required to outline all the aspects that you will consider when initiating this process.

- Steps in change process (7)
- Definition of culture (1)
- Elements that express corporate culture (5)
- OCA (3)
- Changing corporate culture. (4)

**PRESENTATION**

ASSIGNMENT TOTAL: 100