

Business Studies Supervision 2 (2017/18)

1. Project Planning and Management
 - (a) You are the manager for a small software development company and you have recently won the bid to develop a platform for Client A to manage their incoming and existing sales and orders.
 - i. Outline the tasks and milestones associated with completing the aforementioned project
 - ii. Convert the tasks to a Gantt Chart
 - iii. Define *critical path* and explain its relevance to the project planning
2. Quality Maintenance and Documentation
 - (a) Define what is meant by SWOT analysis
 - (b) Using information from the internet, conduct a SWOT analysis on Microsoft
 - (c) List and define three types of maintenance and quality standards
3. Marketing and Selling
 - (a) Distinguish between *marketing* and *selling*
 - (b) List five criteria that an investor might use to evaluate a business
 - (c) Distinguish between *quantitative* and *qualitative* market research
4. Growth and Exit Routes
 - (a) Distinguish between *horizontal* and *vertical* growth
 - (b) List three exit routes in business and motivations behind choosing each one
 - (c) **Bonus:** Define Porter's Five Forces and explain how it can be used in practice.