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.