

UNIVERSITY OF BOLTON
SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES
BUSINESS MANAGEMENT PATHWAY
SEMESTER II EXAMINATIONS 2010/2011
BUSINESS ENVIRONMENT
MODULE NO: BAM1000

Date: 31st May 2011

Time: 2.00pm – 4.00pm

INSTRUCTIONS TO CANDIDATES:

SECTION 1. MULTIPLE-CHOICE
Answer all 15 Questions

SECTION 2.
Answer all questions.

SECTION 3. ESSAYS
There are THREE questions.
Answer ONE question.

Sections 1 & 2 account each for 30%.
Section 3 accounts for 40% of the final
mark.

NOTES are ALLOWED for Section 3.

School of Business and Creative Technologies
Business Management Pathway
Semester II Examination 2010/2011
Business Environment
Module No. BAM 1000

SECTION 2

Using demand and supply graphs, explain the effects on the UK's book market of the following:

	<u>MARKS</u>
1. A nation-wide campaign highlighting the importance of reading.	4.5
2. An increase in the price of paper.	4.5
3. A technological advance in the printing process.	4.5
4. A decrease in the UK population.	4.5

Assume that over the last three years the price of books has risen by 6%, while books consumption has fallen by 2% and consumer income by 3%.

5. Calculate the price <i>and</i> income elasticity of demand for books.	6
6. Explain the effect on book revenue.	3
7. Account for the value of elasticities calculated in (5).	3
	<hr/> 30

SECTION 3

Choose ONE of the following:

1. Discuss the objectives of Multinationals and the effects (costs and benefits) of their activities on Host countries.
2. Critically discuss the main challenges facing the EU today.
3. The EU has at present 27 member states but is set to grow even larger as more countries wish to join. Discuss the costs and benefits of EU enlargement from the viewpoint of both *old* and *new* EU member states.
4. Critically discuss the economic impact on EU businesses of the emerging economies of China and India.

END OF QUESTIONS