



Professional Qualification in PUBLIC RELATIONS

Level 6 Diploma

UNIT 4 – BUSINESS GROWTH

Question 1

- (a) **Compare TWO** internal factors which will influence a change in the business environment. (14 marks)
- (b) Referring to your answer to Question 1a, **suggest which** factor is most likely to have the biggest influence on a business which you are familiar with. **Justify** your answer. (6 marks)

Question 2

Discuss how a Boston Group Matrix analysis could be used to inform the strategy of an organisation you are familiar with. (20 marks)

Question 3

Suggest how marketing mix decisions could influence a business which is seeking to enter a new international market. **Justify** your answer. (20 marks)

Question 4

Recommend TWO appropriate marketing mix strategies for an online business. **Justify** your answer. (20 marks)

Question 5

Compare TWO ways in which the efficiency of a business you are familiar with could be evaluated. (20 marks)