Answer all questions.

Read the case study in the insert booklet.

Analyse, with reference to Kotter and Schlesinger’s work, two barriers to change that KMH plc will face when implementing its new strategy. [12 marks]

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Analyse, using **two** financial ratios, the financial constraints faced by KMH plc in attempting to fund the new strategy.

[12 marks]
KMH plc uses a soft approach to Human Resource Management. Using the information provided, assess whether KMH plc should change its approach to Human Resource Management to help boost its profit.

[16 marks]
To analyse its competitive environment in the cruise ship engine market segment, KMH plc uses Porter’s five forces model. Use the information provided to decide whether the power of buyers or the likelihood of new entrants is the bigger threat to KMH plc.

[16 marks]
Most journalists blamed the fall in KMH plc’s profits on either a failure to control costs or a slowdown in the growth of the global economy. Which of these two reasons do you think is the main cause? Justify your answer using information from the case study and Table 2 in Appendix C. [20 marks]
The nature of KMH plc's target market is probably the biggest influence on its marketing mix. To what extent is the nature of the target market the most important influence on the marketing mix of all businesses?

[24 marks]
There are no questions printed on this page

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