**MERRY CHRISTMAS FROM BUSINESS MANAGEMENT!**

Just a little something to keep you all busy during those long holidays!

Due - Tuesday 10 January

|  |  |  |  |
| --- | --- | --- | --- |
| Large football clubs and major sporting events such as the London Olympics depend heavily on sponsorship as a means of funding. | | |  |
| a) | Why would a company choose to **withdraw** sponsorship as a means of promotion? | | 3 |
| b) | Organisations may choose to assess their strengths, weaknesses, opportunities and threats before making important decisions.  Describe the costs and benefits of using a SWOT analysis in decision making. | | 6 |
| c) | One SPL team chose to restructure its organisation by delayering. Describe, using diagrams, what is meant by the term “delayering” and the effects it can have on an organisation. | | 7 |
|  | i) | Shareholders are one of the company’s stakeholders. Explain why shareholders are interested in an organisation’s financial information. | 4 |
|  | ii) | Describe how 5 other stakeholders could **influence** an organisation. | 5 |
|  |  | | **(25)** |