

ENTER NUMBER OF QUESTION	Section 1
1.	<p>The method of production used to create Google's new headquarters is job production. This is where it is designed for them only and it is a unique building. The building will be built all at once from start to finish.</p>
(ii)	<p>Advantages of Job Production:</p> <ul style="list-style-type: none">* The design is unique and one off so the builders can charge Google a large sum for it since it is a one off.* The workers who build the building will have high motivation levels as they are creating something unique and are not doing the same job constant, so the building is done to a high standard.* Google can then tell the builders how they want it to be built the way they like, thus creating a good customer satisfaction for Google.

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	Disadvantages of Job Production:
	* The building company will need to spend more
	money on special equipment / lifts needed to
	build the building, this costs them more
	money and a lower profit.
	* As it is a unique product the building
	company need to employ highly skilled workers
	as they need to be skilled at their job, this
	may cost them more money and time to recruit.
	b. The advantages of Google having a varied portfolio are:
	* There is a lessened risk of failure if one
	product in their portfolio is not working or
	selling good then they have other products they
	can rely on.
	- The more products they have within their
	portfolio the bigger market share google have
	this can then make them better than competitors.
	* If a product is in trend then it can be

good to help bring in profit for google, but if the trends change they still have other products that might be in trend and keep the profits going.

* Having many products if one is doing well and the other is doing bad it can show the trend and what customers want in terms of products so they know to expand or make their products better.

* They are always bringing in money from all products by having many products they have the chance to always bring in money.

* ^a ~~g~~ The benefits of good ^{CSE} corporate structure: for employees etc:

* Google will introduce 'driverless' cars that will help transport employees around the building quicker and will enable them to get places quicker and easier.

* Employee will be allowed to use charging stations that allow them to charge their devices so they can always have things charged and so employees don't need to bring in unnecessary charges.

* Question C is after f*

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* By having 100% fresh air economically they are then able to work in an environment that isn't harmful this will make them happy with their jobs and well-being at work.

~~By seeking to eliminate harmful chemicals~~

* By seeking to eliminate harmful chemicals in building materials they are making workers feel safer at their work and this making them happier with a less staff-turnover.

* Also by having a charity for renewable energy this will encourage a good reputation to the public and making people more likely to shop/buy google products.

a) Revenue (Sales) - This is the amount of money google has made from the sales they have done to customers.

Cross Profit - This is the overall profit they have

made from buying and selling of stock without tax on and expenses being taken off.

(ii) As the number of sales has increased in Google the overall profit they have made from the year has increased every year. From 2011 net profit of \$11,742 to 2013's net profit \$13,966 shows a vast increase showing sales have increased also.

e. The methods of Growth available to Google are:

* ^{forward} Vertical integration - This is where Google would take over the customer. They would take over the retail stores so that they have products readily available to customers for bigger and better profits

* Backward vertical integration - This is where Google would take over the supplier, this would mean they have the materials at the ready to be able to make products from the material when they

need to.

d Horizontal integration - & This is where Google would join with another maybe smaller company who creates or produces the similar products this would then give them a bigger market share and help to & increase profits and take advantage of economies of scale.

f. The use of this method would be external recruitment.

This is of benefit to Google as:

f This helps to bring in new and fresh ideas for Google. When they bring in new ideas they then give the new ideas to the company to help them improve or become better at something or even to create a new and exciting creation.

* This helps to attract candidates who are right for the job they go through various stages to get the job to make sure they are a best fit for the job.

* A recruitment agency can be used this makes sure they can spend time focusing on other important things within the company to let the recruitment agency pick the best candidate for the job.

* By doing it outwith they cannot be bias as they don't know the candidate, if it is from within they are most likely to pick the candidate they like over their skills so by this they are then choosing the candidate for their skills.

* A much wider set of candidates of all ages, personalities are attracted this makes it easier to find a best fit as they have a wide variety of candidates to choose from, and eventually they will find their preferred candidate.

C
4. ^{(Google's) corporate culture}
Google demonstrates a good ~~corporate~~ culture:

* Employees are told they can communicate and share ideas with other employees this will make them happier at work and motivate them to join in

with other staff.

* They have flexible working hours and this will allow them to balance their work and life making them more happy and less staff turnover.

* By having casual clothes and bikes this creates a relaxed environment so employees are more motivated and enjoy being at their work.

* The perks of canteens allow workers to relax during shifts and de stress giving them a fresh mind when working.

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Section 2.

2. The promotions that could be used are:

* Special offers - This means that they may get a % off the product to allow customers to be attracted to the product to see if they like it at a less price so customers are more likely to buy the product.

* Free testers - By giving customers the chance to test out the product before they buy them makes customers see if they like it before if they just buy it and are unsatisfied. This allows customers to try the product and if they like it they will buy it again.

b. The factors an organisation may choose are:

* How often they need the product if the organisation need the product very often then they don't want many channels of distribution as this will take longer for the product to arrive at the point of selling. By taking that into consideration it could

save time and money.

* If the products have a long or short life cycle. If the product has a short life cycle for example flowers then they would choose a short channel for better customer satisfaction.

By doing this it can create customer satisfaction and save time and money.

c. Random sampling would be used when a company wants to know a fair representation of a product whereas quota sampling would be to see a specific type of group of people's representation of the product.

Random sampling would be fair as it doesn't have any bias opinion in it whereas quota sampling could be bias as it is targeted at a specific group of people.

3. Advantages of centralised Stock Storage are:

* Supervision of the stock is easy as all the stock is at the one place saving the business money on supervision prices.

* There is no need for various storage units as it is all centralised this again saves the company money as they don't have to pay various fees for storage.

Disadvantages of centralised Stock Storage:

* Employees can spend more time travelling to and from the ~~units~~ units of storage. This wastes time and still costs the business money as they are still paying staff to work.

* The organisation can pay more money for storage space as they have to buy a bigger storage space for their stock. This will cost money and decrease the profits.

b.	Disadvantages of JIT stock control:
	* The suppliers need to be reliable as stock is
	needed at an exact time and if it doesn't
	arrive production stops. Costing ^{money} time and waiting time.
	* It is un-environmentally friendly as the company
	could need vanous travels to get stock to the
	organisation this also costs more money.
	* They need to pay for storage as stock arrives
	when needed so they lose money on needed
	storage space for stock.
	* If there there is a problem with the travel and
	the stock doesn't arrive on time this will waste
	time and money as production stops but workers
	still need to be paid.
	c. Benefits of fair trade certification:
	* This will create a good image for the
	company as it is shown that they are social responsible
	and take care of their suppliers.

* This will attract customers as they know the product they are buying is being fair to their suppliers and of a good quality.

4. Advantages of an organisation using cash budgets:

* The company will be able to control their spending costs and ensure they are able to see the financial future without going into liquidity.

* The company will be able to make a bigger profit if they control their money more wisely this will allow shareholders/employees to perhaps gain more money.

* The company can save money and then invest this on other new products or use it whenever they are not making a big enough profit.

b. A competitor may be interested because:

* The competitor will be able to see where the company is making a profit in, they can then

try and use their strategy to help them try and gain a bigger profit.

* The competitor can see where the company spends money in expenses or how they save themselves money to then help the competitor do the same and try make their net profit bigger.

c. long-term finance available to a plc are:

* Selling share on the stock market - This is when the would sell shares to other people who would become a stakeholder. This helps to bring in extensive capital to the organisation. So whenever they need more money they can sell shares.

* They can use a venture capitalist - This is where someone would provide them money which the banks would not because of failure. They then invest money and get a % of the business. This brings in money when no one else will take the risk.

* Leasing - The company can lease a bit of land or machinery they do not use to other companies this will bring in money for from something they do not have a purpose for.

5. Maslow's motivation theory features 5 + there is 5 stages to reach total self-actualisation on these levels are:

* Love and belonging - one must have love in their life and feel they belong to someone or somewhere.

* Psychological needs - one must have good health, be able to breathe and be able to move to the next level.

* One must have a house, clothes and food to be able to be happy and move to the next stage.

* One must be content and happy at their work for one to be satisfied and move on to the next stage.

To move on to the next stage one must be happy in that stage. Once all stages are complete and content then one is truly happy and motivated.

b. Benefits of positive employee relations:

* If employees are happy at their work and can communicate with their managers then this will reduce staff turnover as staff are motivated, happy at work so are less likely to be off.

* If staff all get along with each other then there will be less grievances within the organisation, this will create a happy environment and staff will then work to the best of their ability.

* Staff will be motivated as they are coming into an environment that they feel wanted and respected in, this will make production higher and this will help to create a good image from the employees.

	c. The effects of the Equality Act 2010 on an organisation:
	* The employers need to make sure that they have not wrote anything discriminare as this can allow for the organisation to be prosecuted against causing bad reputation.
	* Employers need to spend money making sure they have in place requirements for disabled people for example a ramp as they cannot discriminete against them for their disability so need in place their requirements.
	* Employers again need to provide facilities like different sex toilets for women and men as they can't just employee one sex. This will cost money as they need to invest in facilities for all.