

Candidate 2 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
7a.	<p>One reason for the increase in trade between UK organisations and China is the increase in technology makes communication better. This means negotiations can be done quicker and more efficiently. [Another is cheaper transport through mass shipping means products can be sent easier and quicker at <u>less of a cost</u>.] [Another is cheaper flights and human transport means workers can be across the globe for less money meaning UK and Chinese organisations are more likely to engage with each other personally]. Another is the growth of e-commerce means products can be ordered from China to the UK more easily for trading purposes. Another is the advances in online technology means meetings can be held online to reduce time wasting traveling across the world. [Another is the increase in more <u>engineering skills</u> in China means <u>innovation has increased</u> and the UK want to learn from it. For example, China produces 90% of the worlds computers].</p> <p>Also, the low minimum wage in China means</p>	<p>1</p> <p>1</p> <p>1</p>

General

General

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN		
7	<p>UK organisations want to <u>overcome</u> these to save costs. For example, China's minimum wage is £0.79. [Furthermore, the growing population of China means UK businesses want to access this <u>huge market</u>. For example the Chinese population is <u>1.4 billion</u>]</p>	1	4/6	
b.	<p>One challenge facing UK organisations trading and expanding into China is [the ability of Chinese organisations to produce cheaply means they may enter price wars with each other]. [Another is increasing environmental awareness means they could face backlash for emitting CO₂ excessively ^{excessively} to travel and ship products to China]. [Another is lack of knowledge of the Chinese culture could result in ^{business} failure due to cultural differences] and lack of market knowledge.</p>	1	General	
	<p>Another is UK organisations could receive <u>negative press</u> for taking advantage of cheap Chinese labour and suffer a poor reputation. [Another is language differences</p>	1	General	
	<p>can result in long negotiations] ^{misunderstandings,} and misunderstandings</p>		General	MAX
			General	MAX

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
8.	1
<p>Another is large Chinese organisations have more buying power so UK organisations may be liable to takeover.</p> <p>One possible benefit of a multinational organisation expanding its global operations to the home country is they could access cheaper labour, reducing costs. Another is they may access cheaper raw materials, increasing profit margins. Another is they can benefit from existing market knowledge from management abroad, reducing risk of failure. Another is they may access more skilled labour than in the home country, increasing product quality. Another is employees may feel job enrichment if they get to travel for work, increasing job satisfaction. Another is by establishing a large global presence you can increase competitiveness. However, communication barriers may make negotiations difficult and lengthy.</p> <p>One benefit to the host country is they may see increased visitors and tourists who may shop at local businesses, increasing sales.</p>	

3/4

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1	<p>The MNC is less likely to force industrial action from employees who ^{who} feel under-represented or that there isn't enough diversity. Another is</p>	
	<p>[Customer may be more likely to shop at an MNC who has a diverse workforce, giving a competitive edge]</p>	
	<p>due to the high respect and reputation. Another is by priding themselves</p>	1
	<p>with a diverse ^{workforce} reputation, investors may find them more attractive to invest in, increasing opportunity for growth. Another is the MNC may</p>	
	<p>[win a diverse workforce award, which can be used as a <u>free</u> marketing tool]</p>	1
	<p>Another is staff may be proud to work in a diverse workforce so</p>	
	<p>[motivation and productivity may be higher]</p>	1
	<p>Another is the MNC is less likely to be fined under the Equality Act</p>	
	<p>2010 for inequality, meaning profits can be kept and not thrown away.</p>	

5/6

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
10.	<p>During Lewin's unfreezing stage, a change agent will ^{may} [build relationships with employees to encourage trust]. Also, they [may identify common fears about the upcoming change] and explain why there's nothing to be afraid of. They may explain to all the employees [why it's better for them to embrace the change and what benefits it will bring]. [They could gather the resources needed to prepare for undertaking the change].</p>	<p>1 1 1 1</p>
	<p>During the changing stage, the change agent [may offer incentives for employees who embrace the change] to encourage conformity. They may [hold individual meetings with employees to ensure they are taking on the change] correctly and efficiently for the good of the organisation. They may reassure employees that redundancies won't occur to stop employees worrying about the change bringing job loss. [They could bring in external counselling to help those that may have anxiety about the change] and are hesitant</p>	<p>1 1</p>
Repeat	<p>to take it on. They may try and break</p>	<p>1</p>

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN		
<p>1</p>	<p>down a strong organisational culture that is stopping people from wanting to take on the change. However, employees may resent this effort</p>		
<p>Repeat</p>	<p>and may be more likely to resist the change. They may send progress reports to managers so they can speak with employees who aren't embracing the change</p>		
	<p>During the refreezing stage, a change agent may try and reduce the opportunity for employees to revert to the old way of operating.</p>		
	<p>They may [congratulate employees who took on the change] so [positive behaviour is reinforced and they're unlikely to go back to how they operated prior to the change]</p>	<p>1</p>	
	<p>[This may also ^{make} make future changes easier and quicker]</p>	<p>1</p>	<p>DEV</p>
	<p>[They could induce sanctions for those who are ^{still} refusing to embrace the change so they are more likely to take on the change like everyone else has]</p>	<p>1</p>	<p>DEV</p>
	<p>the change However, [this could create a culture of fear within the organisation, increasing resistance]</p>	<p>1</p>	<p>DEV</p>
	<p>They may bring a [report of the effectiveness of the change] to managers for them to be able to further</p>	<p>1</p>	<p>DEV</p>
			<p>Full Marks</p>
			<p>Full Marks</p>
			<p>Full Marks</p>

