

# Cork Institute of Technology

Bachelor of Science in Cell & Molecular Biology-Award

(National Diploma in Science in Cell & Molecular Biology-Award)

Bachelor of Science in Food Science and Technology-Award

(National Diploma in Science in Food Science & Technology-Award)

(NFQ – Level 7)

Autumn 2005

## **Applied Business Skills**

(Time: 2 Hours)

### Instructions

Attempt FOUR questions, selecting at least ONE from each Section.  
Use separate answer books for each Section.  
All questions carry equal marks.

Examiners: Prof. R. Fitzgerald  
Ms. A. Ward  
Ms. A. Murphy

## Section A

- Q1. Write brief notes on TWO of the following important elements of a Total Quality Management system:
- (i) The cost of quality
  - (ii) Functional Analysis
  - (iii) Benchmarking
  - (iv) Good Manufacturing Practice (GMP) (25 marks)
- Q2. The successful implementation of Total quality Management requires a defined organisational structure of teams and groups to manage quality improvement across the company.
- Write a short essay on the importance of Quality Improvement Teams and teamwork in the success of a TQM system. (25 marks)

## Section B

- Q3. (a) Describe in detail four of the following components of a modern computer:
- (i) Pentium 4 Processor (3.00GHz)
  - (ii) Motherboard
  - (iii) CD R
  - (iv) Laser Printer
  - (v) Memory Stick
- (20 marks)
- (b) Discuss the functions of the operating system in a computer. (5 marks)
- Q4. (a) Explain three of the following terms:
- (i) Web browsers
  - (ii) Broadband
  - (iii) Search Engines
  - (iv) OLE
- (15 marks)
- (b) Discuss the role of a laboratory information management system (LIMS) in a research laboratory. (10 marks)

## Section C

- Q5. (a) Describe the components of a marketing mix (4Ps) for a company. (8 marks)
- (b) Describe briefly the term 'price elasticity of demand'. (5 marks)
- (c) List the main factors that affect the demand for a product on the marketplace. (6 marks)
- (d) In today's competitive market environment a number of small businesses compete very successfully. Discuss the reasons why. (6 marks)
- Q6. (a) Distinguish between desk research and field research as market research tools. (6 marks)
- (b) Write a brief note on three of the following sources of finance
- (i) Overdraft
  - (ii) Leasing
  - (iii) Accrued Expenses
  - (iv) Sale and Lease Back
- (9 marks)
- (c) Discuss the merits of a sole trader as a trading entity. (5 marks)
- (d) Discuss the importance of feasibility studies in the new product development process. (5 marks)