

Planning, Organising, Controlling – Ordinary Level

Outline some similarities in managing a household and managing a business. (15m)(LCOL 1999)

The Marks:

Three similarities at 5 marks each.

A SAMPLE ANSWER:1) Both must **plan**:

- **Households** must plan shopping, holidays, and events such as Christmas, Communion/Confirmation, birthday parties etc.
- **Businesses** must plan production, sales, advertising etc.

2) Both must **organise**:

- **Households** must organise the family members as regards their activities: getting to work/school/activities etc; as regards getting jobs done in the home etc.
- **Businesses** must organise who is to do which job in the workplace; how goods are to be made/transported etc.

3) Both must **control** their finances: looking ahead to see what expenses must be paid, and making sure to stay within budget, or else make alternative arrangements.

Planning, Organising, Controlling – Higher Level

a) Define 'Organising'.

Illustrate the importance of good organisation for the success of a business enterprise.

(15m) (LCHL 2004)

The Marks:

Definition of organising: 10 marks (6 marks for basic definition, plus 4 for elaboration).

Importance of organising: 5 marks (2 points at 3 marks and 2 marks)

A SAMPLE ANSWER:

'Organising' means building a structure in an organisation so that its activities are co-ordinated and its objectives are achieved.

In a well-organised business, everyone knows what their role is, and whose responsibility any particular task is. So, for example, if sales in Kerry are falling, the Sales Manager with responsibility for that area will be asked what the problem is, so attention can be given to solving the problem. Without good organisation, such problems would probably not be noticed. This illustrates how good organisation contributes to the success of a business enterprise.

Many other points could be made, referring to the usefulness of line, staff and project/matrix organisation structures, organisation charts and so on.

b) Evaluate how different types of planning contribute to the success of a business or community enterprise. Use examples in your answer. *(20m) (LCHL 2004)*

The Marks:

Two different types of planning at 10 marks each.

For each type of planning: 2 marks for naming it and 4 marks each for (a) explaining the contribution and (b) giving an example.

A SAMPLE ANSWER:

Planning involves choosing goals, and setting out how the goals are to be achieved.

Strategic plans are long-term, which usually means from one to five years ahead, for example, a plan to capture 10% of the UK market within five years. Having set the goal the firm must work out how to achieve this, which involves making short-term (tactical) plans for each step required to achieve the goal, for example, plans for appointing marketing staff, running advertising campaigns, arranging distribution, buying trucks etc.

Tactical plans are short-term, which usually means up to one year ahead. Each tactical plan is part of the overall strategic plan and it sets out in detail how that particular part of the overall strategic plan is to be achieved. For example, an advertising campaign: choosing an agency; committing a budget; deciding when/where to advertise etc.

Methodically setting out in this way how goals are to be achieved gives an organisation a much better chance of success, as it allows the necessary resources to be put in place in good time, thereby smoothing the way towards achieving goals.

Many other points could be made, involving mission statements, SWOT analysis, contingency plans, policies, forecasting etc.