

**UNIVERSITY OF BOLTON**  
**INSTITUTE OF MANAGEMENT**  
**BSC (HONS) BUSINESS MANAGEMENT**  
**SEMESTER 1 EXAMINATION 2023/2024**  
**ENTERPRISE INNOVATION AND CREATIVITY**  
**MODULE NO: BMP5019**

Date: Wednesday 10<sup>th</sup> January 2024

Time: 2.00pm – 4.00pm

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**INSTRUCTIONS TO CANDIDATES:**

There are TWO SECTIONS on this paper.

Answer ALL of the questions in part A and ALL of the questions in part B.

A Case study extract is included at the end of the exam for questions relating to Part B.

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## Part A Business Law.

**Q1: What are the three sources of UK Law?**

(3 marks)

**Q2: How would you explain the term 'a legal Tort'?**

(2 marks)

**Q3: True or false (1 mark each):**

- i. Also known as a simple form, a contract can be in any form (True/False)
- ii. Contracts involving finance and land need not be in written form (True/False)
- iii. Conveyance contracts need to signed, witnessed and delivered (True/False)
- iv. 'Subject to contract' ensures that a contract is only binding once It has been executed (True/False)
- v. A contract is enforceable even if the transaction it relates to is illegal (True/False)

(5 marks)

**Q4: Describe the five "Elements which go to form a legally binding contract"**

(10 marks)

**Q5: Give examples of the 'Implied Terms' of a contract?**

(5 marks)

**(Total 25 marks)**

## **Part B. Sustainable business growth and development.**

**Read the case study (Extract 1) and answer the questions below.**

**Q1. What does the phrase 'The Triple Bottom Line' mean in terms of the assessment of corporate performance? What is the background to the theory and what are the claimed benefits of this model?**

**(10 marks)**

**Q2. Based on your reading of the case study (Extract 1) and your broader reading of both the theory and real-world cases provide an initial, balanced, outline assessment of the company's performance. You do not need a great deal of hard data here but you should link your comments to the case study and to relevant theory. Based on your knowledge, the case study and your wider reading discuss potential issues, both positive and negative which you would recommend the company look at. These can be initial observations and concerns, as you do not have access to further company data, but you should follow the methodology outlined in the course theory.**

**(10 marks)**

**Q3. What criticisms have been made of 'The Triple Bottom Line' as a tool for assessing company performance?**

**(5 marks)**

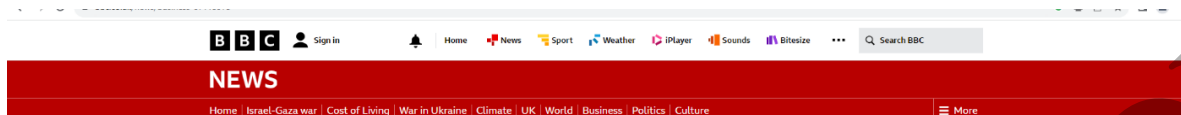
**(Total 25 marks)**

**END OF QUESTIONS**

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## Case Study Extract



BMP5019 Semester 1 2023/4, Assessment 2 Extract 1

# Electric cars drive UK MG sales to more than £1bn



**Michael Race** Business reporter, BBC News Published 15 October

**MG Motors has said it is in a "very strong position to take advantage" of the shift to electric cars as it posted UK sales worth more than £1bn for 2022.**

The brand, owned by Chinese company SAIC Motor Corp, said its sales volumes more than doubled thanks to demand for its electric and hybrid vehicles. It posted bumper pre-tax profits in the UK of £54.2m for 2022, compared with £4.3m the year before. The results come as China threatens to corner the market in electric cars. Fuelled by state subsidies, Chinese firms have ramped up production of batteries, with several new car companies emerging. A growing number of vehicles, including MG cars, are shipped from Shanghai across the world.

MG Rover was the last UK-owned volume car maker before it collapsed in 2005. SAIC, a state-controlled company and China's largest car manufacturer, bought much of the brand, with rival Nanjing Automobile Group acquiring the rest. The two companies merged in 2007. Production of MG vehicles, which has roots dating back over a century, was moved to Shanghai in 2016, ending manufacturing at the UK's Longbridge plant. But the brand has been reinvigorated by its owners, who said in its latest financial results release on Saturday that the company was in a "very strong position to take advantage of the increasing consumer moves into electric cars" in the next 10 to 15 years.

It added its UK latest sales were boosted thanks to the MG ZS, MG 5, and HS PHEV models and added it had more cars in the pipeline for 2024. "MG are turning a lot of heads - they've benefited from having good stock availability and being affordable," said Ian Plummer, commercial director of car selling site Auto Trader. "They're quietly outselling the likes of Polestar and Tesla, so they are one to watch." The MG ZS is among the cheapest electric cars available in the UK, and was one of five most popular cars last month, according to car trade industry body the Society of Motor Manufacturers and Traders (SMMT).

"We have seen an increasing number of Chinese brands - and cars made in China from other marques - enter the UK new car market in recent years with considerable success," said Mike Hawes, SMMT chief executive, said. "These models, which are often electrified, are finding strong demand in a market that is fiercely competitive." China exported more than a million vehicles across the globe in the first three months of 2023, according to official figures, taking over Japan as the world's biggest exporter of cars.

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Semester 1 Examination 2023/2024  
Enterprise Innovation and Creativity  
Module No BMP5019

### **Case Study Extract Continued**

As well as demand for electric cars rising, exports from China have also been boosted by sales to Russia, with many Western countries imposing sanctions on Moscow after the invasion of Ukraine. As well as exports, Mr Hawes said China was also in the top five export destinations for UK-built vehicles, adding the UK needed to "ensure trade is free and fair, with strong engagement to ensure the UK can equally take advantage of fast-growing Asian markets". Latest figures from the SMMT showed sales of new electric cars to private buyers in the UK fell sharply in September compared with the same period a year ago.

Last month, Prime Minister Rishi Sunak confirmed a ban on new petrol and diesel car sales was being pushed back five years from 2030 to 2035. The announcement was met with a mixed response from car makers, many of which have begun investing heavily in electric vehicle production. But despite the delay in the ban, firms will still be forced to meet strict quotas for selling electric cars from January, with just over a fifth of vehicles sold having to be electric.

**End of Case Study Extract**

**END OF EXAM.**

PAST EXAMINATION