



Mini Mock – Answer Plan

Management Case Study – May / August 2023

Answer Planning Technique

Please refer to the recorded version of Webinar 03: Answering Technique for an in-depth guide on answer planning. Visit www.studyattcs.com and check out the “Free Content” tab to access the video tutorial.

Replicate the same technique when practicing the five mock exams and when attempting the real exam.

Questions

- Total mark allocation: 37.5 marks per task
 - Impact of the article & likelihood of impacts materializing (60% = 22.5 marks)
 - How to prevent issues with transfers (40% = 15 marks)

Answer Plan

- Total time allocation: 45 minutes per task
 - Time allocation for the Answer Plan: 20 minutes per task
 - Time allocation for typing: 25 minutes per task

TASK 01

Impact of the newspaper article and the likelihood of impacts materializing (22.5 marks)

- Negative publicity
 - Happywell is known for quality: negative reviews impact brand image
 - Likelihood of this materializing
 - Company name is implicated
 - Second article about the issue in the month
 - Likelihood: Moderate to High
 - If the news gets shared across social media and generates more publicity
 - Likelihood: Extremely High

- Bookings to the same destination (Maylandia): Short term
 - Any customer seeing negative reviews can have second thoughts
 - Customers may consider alternatives
 - Choose competitors' services
 - Mangusair offers same services & has a similar market share
 - Likelihood of this materializing:
 - Customers may not want to take a chance with their holiday trip
 - Likelihood: Relatively High
 - Some customers see delays with transfers inherent in holiday travel
 - Likelihood: Moderate

- Shareholder concerns
 - Nelon Husk has expressed his disappointment
 - Other shareholders might jump on the bandwagon
 - Likelihood of this materializing:
 - Shareholders can become concerned about the negative impact on share price
 - Some shareholders may see the issue as inherent in holiday travel
 - Likelihood: Moderate

Suggestions on how to prevent such incidents with transfers (15 marks)

- Happywell does not have complete control over transport providers – Outsourced operation
- Suggestions to reduce issues
 - Select transport companies based on service quality, not cost
 - Happywell is known for quality
 - Poor service quality can offset cost savings
 - Partnering with reliable transport companies
 - Establish long-term working relationships
 - Clearly agree on service standards to be maintained
 - Active engagement of Reps
 - Reps should develop a close working relationship with transport companies
 - Better communication and coordination can minimize transport delays
 - Monitor customer feedback relating to transfers
 - Negative feedback should be communicated to relevant hotel managers
 - Managers should take appropriate actions
 - Carry out audits of local transport companies
 - Condition and cleanliness of coaches
 - Punctuality
 - Driver behavior
 - Adherence to traffic rules

Suggested Answers are available at:

www.studyattcs.com