

- 1 a Define the term *SWOT analysis*.

[2 marks]

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- b Explain how SWOT analysis is used as a strategic planning tool by managers and decision makers in an organization.

[6 marks]

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- 2 Outline two characteristics for each of the components of a SWOT analysis:

- a Strengths

[4 marks]

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- b Weaknesses

[4 marks]

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- c Opportunities

[4 marks]

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- d Threats

[4 marks]

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- 3 a Explain **two** benefits of SWOT analysis.

[4 marks]

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- b** Explain **two** limitations of SWOT analysis. [4 marks]

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- 4** With reference to an organization that you have studied, outline two strengths, weaknesses, opportunities and threats.

- a** Strengths [2 marks]

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- b** Weaknesses [2 marks]

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- c** Opportunities [2 marks]

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- d** Threats [2 marks]

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- 5** GlaxoSmithKline (GSK) is one of the world's largest pharmaceutical companies. Its product range includes pharmaceuticals, consumer healthcare products, vaccines and sports supplement products. The company is in a strong financial position with high liquidity. However, changes to patent laws in numerous countries have removed some protection for GSK's best-selling products.

- a** Explain why high liquidity would be a **strength** for GSK. [2 marks]

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- b** Explain why changes to patent laws could be a **threat** to GSK. [2 marks]

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