**Developing chains of argument**

Developing lines of argument is the key to doing well in essays and long answer questions. Below is a series of questions that draw on topic areas across all three components of the Business specification that challenge you to develop arguments.

1. To what extent has technological change been the most significant influence on businesses in the last decade? Discuss.
2. The most significant challenge facing businesses is the ability to manage exogenous shocks. Discuss.
3. To what extent is the management of change the most significant challenge facing businesses in the UK?
4. Exploiting growth in emerging markets is the key to business success. Discuss.
5. To what extent has enlargement of the EU bought benefits to UK business?
6. To what extent do the opportunities of operating in the global marketplace outweigh the difficulties?
7. Assess the importance of leadership in shaping corporate culture.
8. Assess the implications for businesses of organic growth compared with external growth.
9. To what extent is there conflict between ethics and profit in business?
10. Without substantial expenditure on marketing few businesses are likely to be successful. Discuss.
11. Without effective operations management a business is unlikely to be able to achieve its corporate objectives. Discuss.
12. Effective management of quality ensures business success. Discuss.
13. Assess the implications of fiscal austerity for UK businesses.
14. Effective Human Resource Planning is the key to business success.
15. The management of risk and uncertainty is the key to business success.
16. Inflation is the enemy of businesses. Discuss.
17. To what extent has a weak pound helped UK business? Discuss.
18. Recession in recent years in the UK economy has provided opportunities as well as threats for businesses. Discuss.
19. Managing the potential conflict between environmental responsibility and profit is the key to business success. Discuss.
20. Market development is the best option available to a business seeking growth. Discuss.
21. What is the best strategic option for a firm to adopt in the face of a new entrant?
22. Discuss the value of different approaches to decision making that are available to a business.
23. Assess the value of corporate plans in enabling a business to achieve its aims and objectives.
24. Many mergers fail to bring about the anticipated synergies. Consider why this may be the case.
25. To what extent does the key to business success lie in the ability to manage changes in the competitive structure of an industry that it operates in?
26. To what extent does a firm’s approach to CSR depend on the market and it operates in?
27. To what extent is government intervention in markets desirable?
28. To what extent can encouraging greater employee participation contribute to a firm’s success?
29. To what extent is effective communication crucial in maintaining good employer/employee relations?
30. How important is workforce planning in enabling a firm to achieve its corporate objectives? Discuss.
31. Evaluate the advantages and disadvantages to firms of shorter product life cycles.
32. Discuss the main issues a firm may have to take into consideration when making a decision to offshore production.
33. Evaluate the significance of economies of scale to businesses.
34. Evaluate the main marketing strategies that a well known UK company has employed in recent years.