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Quartz ID	<i>Sample</i>
Qualification	Level 2 Award in Business / Level 2 Certificate in Business / Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Basics in Business
Assessment Type	Global Assignment
Assessment Cycle	<i>Sample</i>

A review of Hilton's business strategy

Sample Question Paper

Important notes

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.
- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- You **must** complete the '**Statement and Confirmation of Own Work**'. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- **Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.**
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

Hilton is a leading global hospitality company providing luxury hotels. The global corporate headquarters is located in McLean Virginia, United States of America. Hilton stands for hospitality, integrity, leadership, teamwork, ownership and now. This organisation is a good example of an organisation that integrates HR strategy with organisational goals to enhance talent acquisition, development and retention.

This assignment requires you to demonstrate the knowledge and skills that you have acquired throughout the Basics in Business module. You must complete the SIX (6) tasks below. To complete the assignment, you will need to carry out some desk top research on Hilton Hotels. Your answers should total THREE THOUSAND (3,000) words. Each answer should be approximately FIVE HUNDRED (500) words.

Task 1 – 20 Marks

Hilton uses the 4Ps – Product, Price, Promotion, and Place – for marketing strategies. State actions under each of the 4Ps that Hilton could take to support its business in a digital age and meet modern guest demands.

Task 2 – 20 Marks

Research Hilton's corporate social responsibility (CSR) business model. Identify the advantages and disadvantages of Hilton having a corporate social responsibility (CSR) business model.

Task 3 – 15 Marks

Recommend how and why Hilton should motivate its employees for retention.

Task 4 – 15 Marks

Using a STEEPLE analysis framework, evaluate the external factors that Hilton Hotels must consider in order to remain competitive in the global market.

Task 5 – 15 Marks

Discuss the impact of changes in the determinants of demand and supply on the equilibrium price and output for Hilton Hotels. Use specific examples to illustrate your answer.

Task 6 – 15 Marks

Describe how deontology and consequentialism can be used to analyse and respond to ethical issues with regards to Hilton.

Submission requirements

- Consult with your tutor if you are uncertain about any aspect of this assignment.
- You must submit a word-processed document.
- The word count to answer the six tasks is **3,000 words**.
- All references and citations must use the Harvard Style.

Word Count

The word count for this assignment is **3000 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list
- All words that form the actual essay
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves
- All in-text (bracketed) references
- All directly quoted material

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensured that you have acknowledged all the sources that you have used in your work? ☐

Have you completed the 'Statement and Confirmation of Own Work' form and attached it to your assignment? **You must do this.** ☐

Have you ensured that your work has not gone over or under the recommended word count by more than 10%? ☐