

1 (a) Explain **one** way each of the following problems might affect TSE when entering a new market in another country.

Cultural differences: .....

Explanation: .....

Lack of knowledge: .....

Explanation: .....

[8]

(b) Consider the following **two** benefits for TSE of having a well-motivated workforce. Which benefit is likely to be the most important to TSE? Justify your answer.

- Reduced absenteeism
- Lower labour turnover

Reduced absenteeism: .....

Lower labour turnover: .....

Conclusion: .....

[12]