

2 (a) Explain **two** effects of BB having a short chain of command.

Effect 1:
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Explanation:
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Effect 2:
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Explanation:
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[8]

(b) Consider the following **three** extension strategies BB could use for its best-selling product. Which strategy should BB use? Justify your answer.

- Adding new features
- Start selling in toy shops
- Television advertising campaign

Adding new features:
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Start selling in toy shops:
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Television advertising campaign:
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Recommendation:
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[12]