2 OTK is a small jewellery shop in the centre of Main City. The business does not currently use ecommerce. OTK buys its jewellery from local suppliers. It pays for the jewellery 30 days later. The shop manager is analysing OTK's cash flow forecast. She is concerned that the business might have a short-term cash flow problem.

(a) Define 'cash flow forecast'.

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..... [2]

(b) Identify **two** reasons why cash is important for a business.

Reason 1: .....

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Reason 2: .....

..... [2]

(c) Identify **four** functions of management.

Function 1: .....

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Function 2: .....

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Function 3: .....

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Function 4: .....

..... [4]

(d) Explain **two** ways OTK could overcome a short-term cash flow problem.

Way 1: .....

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Explanation: .....

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Way 2: .....

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Explanation: .....

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..... [6]

(e) Explain **two** threats to a business of using ecommerce. Which threat is likely to be the most important? Justify your answer.

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..... [6]