



General Certificate of Education
Advanced Level Examination
June 2014

Business Studies

BUSS4/PM

Unit 4 The Business Environment and Managing Change

Preliminary Material (Research Theme)

NOTICE TO CANDIDATES

You will be given **one** copy of this Preliminary Material (Research Theme) for use during your preparation for the examination, which you may annotate as you wish, but which you will **not** be allowed to take into the examination.

The Preliminary Material (Research Theme) will be repeated within the question paper for use in the examination.

You should carry out your own research on the Preliminary Material (Research Theme).

Your teacher is encouraged to give assistance and advice as required.

Research Theme – Developments in emerging markets: China

Your research should focus on businesses from outside of China in relation to their selling to, buying from and producing in China, as well as their entering into ventures with other businesses in China or competing in their own domestic markets with Chinese businesses.

In your research on China you should consider:

- the extent to which China creates opportunities and threats for businesses
- the risks and rewards involved in trading with or operating in China
- the factors affecting the success or failure of businesses trading with or operating in China
- the relative advantages and disadvantages of the ways in which businesses might operate in the Chinese market (eg exporting, joint ventures, mergers or setting up production or sales outlets)
- the ethical and environmental issues involved in trading with or operating in China
- how business strategy might be affected by developments in China.

You are strongly recommended to:

- compare and contrast the experience of different businesses
- be aware of recent trends in key economic and demographic data for China such as national income, income per person, wage costs, exchange rates and population trends
- be aware of the relative significance of trading with or operating in China for different businesses.

You should make reference to your research in your responses to **Section A** in the examination.