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| Unit 1: Business Structures, Objectives and External Influences   |                |              |                    |         |                         |        |       | Question<br>Number | Leave<br>Blank |        |                                    |          |           |         |
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| Check that you have the correct question paper.  Answer ALL questions. Write your answers in the spaces provided in this question paper.  Show all the steps in any calculations and state the units. |                |              |                    |         |                         | -      |       |                    |                |        |                                    |          |           |         |
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| The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 3 questions in this question paper. The total mark for this paper is 63.               |                |              |                    |         |                         |        | -     |                    |                |        |                                    |          |           |         |
| There are 8 pages in this question paper. Any blank pages are indicated.  There are up to 3 marks for the quality of written communication.   |                |              |                    |         |                         |        | -     |                    |                |        |                                    |          |           |         |
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**Advice to Candidates** 



You must ensure that your answers to parts of the questions are clearly numbered.

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## **Answer ALL questions**

| <b>1.</b> (a) | State <b>TWO</b> methods of internal communication, <b>ONE</b> written and <b>ONE</b> electronic.    |
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|               |  |
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| ( <b>b</b> )  | (2)  Analysis the factors which might determine how English Heritage communicates                    |
| (0)           | Analyse the factors which might determine how <b>English Heritage</b> communicates with its members. |
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Leave blank 2. (a) Define the term a not-for-profit organisation. **(2)** (b) Analyse the extent to which a registered charity like the National Trust is similar to a private sector business in terms of its aims and objectives. **(7)** 

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## 3. Income from Membership of the National Trust

| 2002/2003 | 2003/2004 | 2004/2005 |  |  |  |
|-----------|-----------|-----------|--|--|--|
| £75.6m    | £84.2m    | £90.3m    |  |  |  |

(Source: National Trust - Trustees' Reports and Accounts)

| (a) | Analyse the relevance of the information in the table above to the <b>National Trust</b> . |
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(b) Assess the extent to which stakeholders might influence the operations of the National Trust in the future.





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| (12)  | Q3    |
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| Quality of Written Communication: 3 marks TOTAL FOR PAPER: 63 MARKS |       |
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