

Answer ALL questions

1. (a) State **TWO** methods of internal communication, **ONE** written and **ONE** electronic.

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(2)

- (b) Analyse the factors which might determine how **English Heritage** communicates with its members.

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(7)



2. (a) Define the term a **not-for-profit organisation**.

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(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.

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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)

(Total 20 marks)

Q3

Quality of Written Communication: 3 marks
TOTAL FOR PAPER: 63 MARKS

END

