Rewarding Learning

| Centre Number | |
|---|---|
| 71 | |

| Candidate Number |
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General Certificate of Secondary Education
2013

# Business and Communication Systems

## Unit 2: The Business Environment

**[GBC21]**

**TUESDAY 25 JUNE, MORNING**

GBC21

**TIME**

1 hour.

**INSTRUCTIONS TO CANDIDATES**

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Write your answers in the spaces provided in this question paper.
Answer **all three** questions.
There should be enough space for your answers. If you do require more space, you may complete your answers on the extra lined pages at the back of this booklet.

**INFORMATION FOR CANDIDATES**

The total mark for this paper is 75.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.
Quality of written communication will be assessed in questions **2(d)** and **3(e)**.

| For Examiner's use only | |
|---|---|
| Question Number | Marks |
| 1 | |
| 2 | |
| 3 | |
| Total Marks | |

| Examiner Only | |
|---|---|
| Marks | Remark |

**1** Brown's Bread plc is a bakery selling speciality breads and pastries. It employs over 130 staff and has an extensive distribution network. The management hope to expand and relocate to a new site, with plans to build a state-of-the-art manufacturing facility.

**(a)** What type of ownership is Brown's Bread plc?

_____ [1]

**(b)** Explain **one** advantage and **one** disadvantage of this type of ownership.

Advantage: _____

_____

_____

Disadvantage: _____

_____

_____ [4]

**(c)** Identify and explain **one** aim Brown's Bread plc is likely to have.

_____

_____

_____ [2]

| Examiner Only | |
|---|---|
| Marks | Remark |

**(d)** Brown's Bread plc is looking to expand its business by opening a new branch in Dungiven. This new bakery will create 15 full-time posts and 5 part-time posts.

**(i)** Identify and explain **two** methods of recruitment.

1._____

_____

_____

2._____

_____

_____ [4]

**(ii)** Recommend the most suitable method of recruitment for a secretary in the new branch.

_____ [1]

**(iii)** Identify and explain **two** methods of selection.

1. _____

_____

_____

2. _____

_____

_____ [4]

**(iv)** Recommend the most suitable method of selection for a secretary in the new branch.

_____ [1]

**(e)** The new secretary will need some training.

**(i)** Identify **one** type of on-the-job training for the new secretary.

_____ [1]

**(ii)** Explain **one** advantage and **one** disadvantage of using on-the-job training.

Advantage: _____

_____

_____

Disadvantage: _____

_____

_____ [4]

| Examiner Only | |
|---|---|
| Marks | Remark |

| Examiner Only | |
|---|---|
| Marks | Remark |

**2** Mr Patrick Powers is the ICT Director of Wonderful Magical Toys in Northern Ireland. The business has 13 branches throughout Northern Ireland. Wonderful Magical Toys' Head Office is located in Strabane.

**(a)** Patrick would like to improve the methods of communication currently used in Wonderful Magical Toys.

**(i)** Explain what is meant by "internal communication".

_____

_____

_____ [2]

**(ii)** Explain what is meant by "external communication".

_____

_____

_____ [2]

**(iii)** Identify and explain **three** methods of external communication that Wonderful Magical Toys could use.

1. _____

_____

_____

2. _____

_____

_____

3. _____

_____

_____ [6]

**(b)** Explain the difference between an agenda and minutes.

_____

_____

_____ [2]

**(c)** The ICT director is calling a meeting to discuss the consequences of poor communication within Wonderful Magical Toys. He plans to use ICT to create an agenda before the meeting.

**(i)** Identify **one** software application he would find useful.

_____ [1]

**(ii)** Explain **one** advantage and **one** disadvantage of using this software application.

Advantage: _____

_____

_____

Disadvantage: _____

_____

_____ [4]

| Examiner Only | |
|---|---|
| Marks | Remark |

**(d)** Evaluate the impact that ICT could have on Wonderful Magical Toys' communications.

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_____ [8]

| Examiner Only | |
|---|---|
| Marks | Remark |

| Examiner Only | |
|---|---|
| Marks | Remark |

**3** Jane is planning to open Jazzy Jewellery in November 2013 as an online business which will cater for males and females. Jane plans to carry out some market research to identify customers' needs.

**(a)** **(i)** Explain and give an example of what is meant by "primary research".

_____

_____

_____

_____ [3]

**(ii)** Explain and give an example of what is meant by "secondary research".

_____

_____

_____

_____ [3]

**(b)** Identify and explain **two** methods of promotion that Jazzy Jewellery could use.

1. _____

_____

_____

2. _____

_____

_____ [4]

**(c)** Jane is aware that all products have a life cycle. Describe **two** stages of the product life cycle.

1. _____

_____

_____

2. _____

_____

_____ [4]

**(d)** Jane needs to think about pricing her jewellery. Define the following pricing policies.

Value-based pricing: _____

_____

_____

_____

Competitor-based pricing: _____

_____

_____

_____

Cost-plus pricing: _____

_____

_____

_____ [6]

| Examiner Only | |
|---|---|
| Marks | Remark |

**(e)** Evaluate the impact a website is likely to have on Jazzy Jewellery.

| Examiner Only | |
|---|---|
| Marks | Remark |

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_____

_____ [8]

## Extra page if required

| Examiner Only | |
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| Marks | Remark |

## Extra page if required

| Examiner Only | |
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| Marks | Remark |

## Extra page if required

| Examiner Only | |
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| Marks | Remark |

**THIS IS THE END OF THE QUESTION PAPER**