

71
Candidate Null

General Certificate of Secondary Education 2014

Business and Communication Systems

Unit 2: The Business Environment

[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(e)** and **3(g)(ii)**.

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

Total	
Marks	

8539

con	lay an announcement has been made that a new telecommunications apany called LAM plc is to be located in Limavady. This company will ate 150 new jobs.		Examine Marks	er Only Remark
(a)	Identify two stakeholder groups and explain their interest in LAM plo			
	Stakeholder 1:			
		_		
		_		
	Stakeholder 2:			
		[4]		
(b)	Discuss how important customers will be to LAM plc.			
(2)				
		_ [2]		
		<u>.</u>		

;)	Explain one advantage and one disadvantage of on-the-job training. Give one example of how LAM plc could use on-the-job training.	Examiner O Marks Rei
	Advantage:	
	Disadvantage:	
	Example:	
	[5]	
	Tina is a supervisor and is paid a wage. Her manager is paid a salary.	
	Explain the difference between a wage and salary.	
	[4]	

M plc will pay their employees using BACS.		Examin Marks	er Only Rema
What does BACS stand for?			
Describe two benefits to Tina of being paid using BACS.			
Benefit 1:			
Benefit 2:			
	_ [4]		
e management of LAM plc will be using email to communicate verse. Explain what an email is.	with		
	_ [2]		
scribe one benefit to LAM plc of using email.			
	_ [2]		
	What does BACS stand for? Describe two benefits to Tina of being paid using BACS. Benefit 1: Benefit 2: management of LAM plc will be using email to communicate wiff. Explain what an email is.	What does BACS stand for? [1] Describe two benefits to Tina of being paid using BACS. Benefit 1: [4] Benefit 2: [4] The management of LAM plc will be using email to communicate with ff. Explain what an email is. [2] Scribe one benefit to LAM plc of using email.	What does BACS stand for? [1] Describe two benefits to Tina of being paid using BACS. Benefit 1: [4] Benefit 2: [4] It management of LAM plc will be using email to communicate with ff. Explain what an email is. [2] Scribe one benefit to LAM plc of using email.

	nie is the ICT Director for a Multinational company called Fizzy Drin e ICT department are in the process of redesigning the letterhead fo		Marks	Remark
	zy Drinks.	1		
(a)	Name three pieces of information that should be included in Fizzy Drinks' letterhead.			
	1			
	2			
	3			
		[3]		
(b)	Identify one type of software application that the ICT department			
	would find useful in creating the letterhead.			
		[1]		
(c)	Explain one advantage and one disadvantage of using this softwa	re		
	application.			
	Advantage:			
	Disadvantage:			
		_ [4]		
			1	

2

1	Jamie is updating Fizzy Drinks' website and needs to outline the legal implications of e-business to the Board of Directors. Explain the following legal implications for Fizzy Drinks.	•	Examin Marks	er Oı Rer
	Data Protection:			
		_		
		_		
	Copyright, Designs and Patents:	_		
		_,		
	Computer Misuse:	_		
		_		
		_		
	Payment Security over the Internet:			
		_		
	[8]		

communication.			
		[8]	
		[○]	

(a)	What type of business ownership will The Golden Tea Pot be?		
aj	What type of business ownership will the Golden real of be:		
		[1]	
(b)	Explain one advantage and one disadvantage of this type of ownership.		
	Advantage:		
	Disadvantage:		
		[4]	
, ,			
(C)	What is the name of the legal document that would be recommen for this type of business ownership to complete?	aea	
		[1]	
(d)	What method of market research do the owners plan to use?		
		[1]	

(e)	Identify and explain two methods of sampling that The Golden Tea		Examin Marks	er Only Remark
	Pot could use.			
	Method 1:			
	Method 2:			
	[4	.]		
(f)	Peggy Sue and Martha both need to think about promoting The			
(')	Golden Tea Pot. Define the following methods of promotion giving an			
	example, in each case, for this business.			
	Advertising			
	Advertising:			
	Sales Promotion:			
	Publicity:			
	[6	i]		

8539

The	e owners of The Golden Tea Pot hope their business will be ognised as a social enterprise.	Exami Marks	ner Only Remark
(i)	Explain the role of a social enterprise.		
		_	
		[2]	
(ii)	Analyse how the aims of a social enterprise can differ from those of other business organisations.	е	
		_	
		_	
		_	
		_	
		_	
		_	
		_ [8]	
	rec	recognised as a social enterprise. (ii) Explain the role of a social enterprise. (iii) Analyse how the aims of a social enterprise can differ from those of other business organisations.	recognised as a social enterprise. (i) Explain the role of a social enterprise. [2] (ii) Analyse how the aims of a social enterprise can differ from those of other business organisations.

Extra page if required		niner Only
	Marks	s Remark
	-	
	-	
	-	
	-	
	-	
	-	
	-	
	-	
	_	
	-	
	-	
	-	
	-	
	_	
	-	
	-	
	-	
	-	
	-	
	_	
	-	
	-	
	-	
	-	
	_	

Extra page if required		Examin	er Only
		Marks	Remark
	_		
	-		
	_		
	_		
	_		
	_		
	_		
	_		
	-		
	-		
	-		
	-		
	-		
	_		
	_		
	_		
	_		
	_		
	_		
	_		
	-		
	-		
	-		
	-		

Extra page if required		Examin	er Only
		Marks	Remark
	_		
	-		
	_		
	_		
	_		
	_		
	_		
	_		
	-		
	-		
	-		
	-		
	-		
	_		
	_		
	_		
	_		
	_		
	_		
	_		
	-		
	-		
	-		
	-		



