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General Certificate of Secondary Education 2015

Business and Communication Systems

Unit 2:

The Business Environment



[GBC21] *GBC21*

TUESDAY 16 JUNE, AFTERNOON

TIME

1 hour.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in blue or black ink only. Do not write with a gel pen.

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 1(e) and 2(e).



(0)	Maryanno is an entropropour What does this mass?
(a)	Maryanne is an entrepreneur. What does this mean?
(b)	Identify and explain two business aims that Maryanne is likely to have when starts trading.
	1
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(c) Mar	yanne plans to use her laptop to create sales charts on a monthly basis.
(i)	Identify the most suitable software application she should use.
	[1]
(ii)	Apart from creating charts, explain one advantage and one disadvantage of using this software application.
	Advantage:
	Disadvantage:
	[4]
(iii)	Identify two different chart formats the software application offers and give one benefit for each.
	1
	2
	[4]



	chase items. Identify the Act that Granny Knits must comply with.	
(i)		. [
(ii)	Identify and explain two principles of this Act that could apply to Granny Knits.	
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Analyse the advantages and disadvantages of e-business to the custome Granny Knits.	
	[



2		ace works in the administration department of Toys for Babies plc. She has been ed to look at all the company's business documents.
	(a)	Name three pieces of information that should be included in a memorandum.
		1
		2
		3 [3]
	(b)	Explain the difference between a report and a notice.
		[2]
		[2]

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	Explain how Toys for Babies plc could meet the needs of its customers in ord to succeed.	
(e)	Analyse strategies that Toys for Babies plc may use to manage competition.	
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cu	pcakes. He intends to carry out some market research to find potential custom	ner
(a)	Explain two advantages of using primary research.	
	1	
	2	
		_
(b	Identify and explain one method of sampling that Cupcake Treats could use	
(b	Identify and explain one method of sampling that Cupcake Treats could use	
(b		



(c) Cu	pcake Treats are aiming to segment the market to suit their products.	
(i)	Explain what is meant by market segmentation.	
(ii)	Identify and explain two ways that Cupcake Treats could segment their market.	
	1	
	2	

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	entify and explain two methods of external recruitment that Anthony could us	S
to	recruit the new members of staff.	
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	ne new members of staff will need some training.	
Id	ne new members of staff will need some training. entify and describe two on-the-job training methods that Anthony could use.	
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(f)		
	Explain two advantages of being a sole trader to Anthony.	
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	2	

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