



General Certificate of Secondary Education
2015

Centre Number

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Candidate Number

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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)**.



1 Maryanne is starting up an online business called 'Granny Knits' selling handmade items.

(a) Maryanne is an entrepreneur. What does this mean?

[2]

(b) Identify and explain **two** business aims that Maryanne is likely to have when she starts trading.

1.

2.

[4]



(c) Maryanne 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]

[Turn over



(d) Granny Knits will be holding personal details about their customers when they purchase items.

(i) Identify the Act that Granny Knits must comply with.

_____ [1]

(ii) Identify and explain **two** principles of this Act that could apply to Granny Knits.

1. _____

2. _____

_____ [4]



2 Grace works in the administration department of Toys for Babies plc. She has been asked 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]



(c) Effective communication is important to Grace. Explain the following types of communication.

Verbal:

Written:

Electronic:

Visual:

[8]

[Turn over



(d) Explain how Toys for Babies plc could meet the needs of its customers in order to succeed.

[2]

(e) Analyse strategies that Toys for Babies plc may use to manage competition.

[8]





3 Anthony is opening a new bakery called 'Cupcake Treats'. It will produce all types of cupcakes. He intends to carry out some market research to find potential customers.

(a) Explain **two** advantages of using primary research.

1. _____

2. _____

_____ [4]

(b) Identify and explain **one** method of sampling that Cupcake Treats could use.

_____ [2]



(c) Cupcake Treats are aiming to segment the market to suit their products.

(i) Explain what is meant by market segmentation.

[2]

(ii) Identify and explain **two** ways that Cupcake Treats could segment their market.

1.

2.

[4]



(d) Anthony wants to employ two full-time members of staff.

Identify and explain **two** methods of external recruitment that Anthony could use to recruit the new members of staff.

1. _____

2. _____

_____ [4]

(e) The new members of staff will need some training.

Identify and describe **two** on-the-job training methods that Anthony could use.

1. _____

2. _____

_____ [4]

[Turn over



(f) Cupcake Treats will be a sole trader.

Explain **two** advantages of being a sole trader to Anthony.

1. _____

2. _____

[4]





Extra page if required

Horizontal lines for writing.

[Turn over



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

Total Marks	
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Examiner Number

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