Centre Number

Candidate Number

General Certificate of Secondary Education
2016

Business and Communication Systems

Unit 2:
The Business Environment

ML

[GBC21]

MONDAY 20 JUNE, AFTERNOON

| TIME |

1 hour, plus your additional time allowance.

| 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.
Answer **all three** questions.
There should be enough space for your answers.

| 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(f)** and **3(f)**.

1 Acespot Sports has 10 branches selling sports clothing throughout Northern Ireland. The Managing Director wants to improve communication within the business. Tomorrow Acespot Sports will announce that they are creating 45 new jobs.

(a) Identify **two** methods of selection that Acespot Sports could use to select these new members of staff.

1. _____

2. _____ [2]

(b) Identify **three** pieces of information that will appear on the payslip of an Acespot Sports employee.

1. _____

2. _____

3. _____ [3]

(c) (i) Identify the most suitable software application that the Human Resource Department could use, to produce letters to send to applicants.

_____ [1]

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

Advantage:

_____

_____

_____

_____

Disadvantage:

_____

_____

_____

_____ [4]

(d) Identify **two** stakeholder groups and explain their interest in Acespot Sports.

1. _____

_____

_____

_____

2. _____

_____

_____

_____ [4]

(e) Identify and explain **two** types of communication.

1. _____

_____

_____

_____

2. _____

_____

_____

_____ [4]

(f) Evaluate the impact that ICT could have on Acespot Sports' communications.

_____

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_____ [8]

2 George is planning to open Ashbrooke Fun Farm and gift shop in July 2016. He intends to carry out some research to identify customer needs.

(a) Identify and explain the **two** methods of market research that George could use. Give **one** example of each method.

Method 1._____

_____

_____

_____

Example: _____

Method 2._____

_____

_____

_____

Example: _____ [6]

(b) George needs to think about pricing his gift products. Define the following pricing strategies.

Value-based pricing:

_____

_____

_____

_____

Competitor-based pricing:

_____

_____

_____

_____

Cost-plus pricing:

_____

_____

_____

_____ [6]

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

1. _____

_____

_____

_____

2. _____

_____

_____

_____ [4]

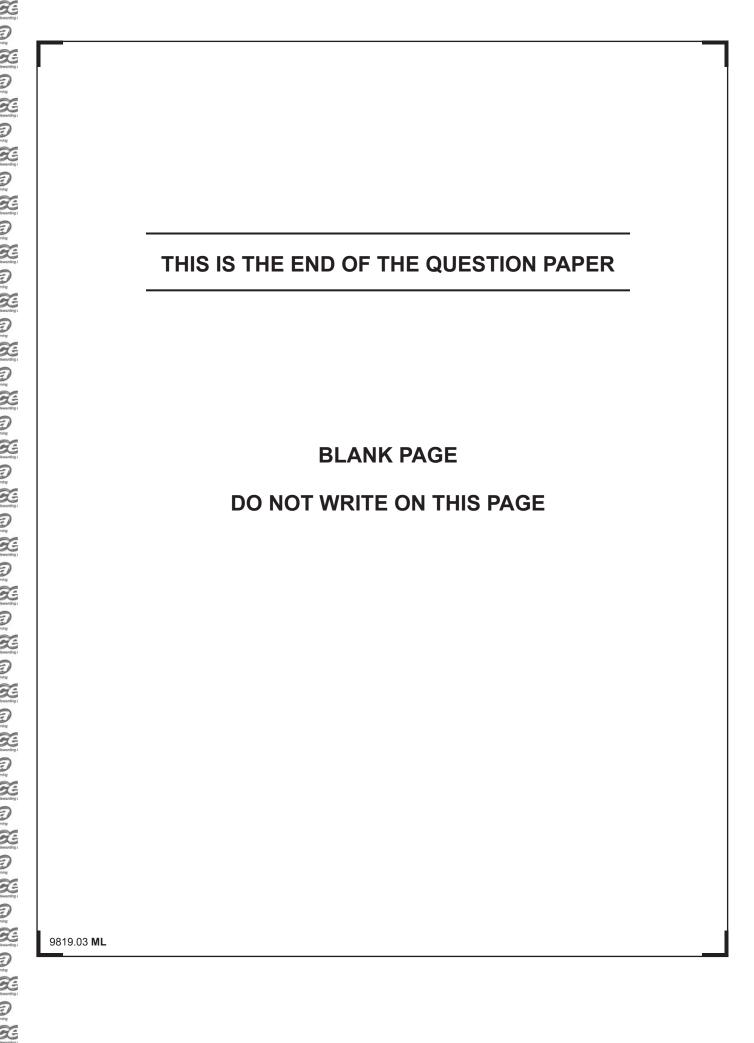**(d)** George needs to think about promoting his gift products. Define the following methods of promotion.

Advertising:

_____

_____

_____

_____

Sales promotion:

_____

_____

_____

_____

Publicity:

_____

_____

_____

_____ [6]

(e) The products that George orders for the gift shop will be delivered to him. Identify and explain **two** suitable methods of transport that could be used to deliver the products.

1. _____

_____

_____

_____

2. _____

_____

_____

_____ [4]

3 Crazy Football Ltd was set up 5 years ago to coach boys and girls aged 7–16. They provide all types of football training and competitions for young people in the North West. The management plan to run summer camps and are updating their website to advertise this.

(a) What type of ownership is Crazy Football Ltd?

_____ [1]

(b) Name the **two** documents that this type of ownership must complete before they start trading.

1. _____

2. _____ [2]

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

Advantage:

_____

_____

_____

_____

Disadvantage:

_____

_____

_____

_____ [4]

(d) Identify and explain **two** aims that Crazy Football Ltd might have.

Aim 1. _____

_____

_____

_____

Aim 2. _____

_____

_____

_____ [4]

(e) Explain **one** advantage and **one** disadvantage of e-business to Crazy Football Ltd.

Advantage:

_____

_____

_____

_____

Disadvantage:

_____

_____

_____

_____ [4]

[Turn over

(f) Crazy Football Ltd plan to use e-commerce to expand their business. Discuss the implications of setting up this e-commerce website.

_____

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_____ [8]

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