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General Certificate of Secondary Education 2016

Business and Communication Systems

Unit 2:

The Business Environment



[GBC21] *GBC21*

MONDAY 20 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.

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).

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1	The	· Ma	t Sports has 10 branches selling sports clothing throughout Northern Irelanging Director wants to improve communication within the business. bw Acespot Sports will announce that they are creating 45 new jobs.	d.
	(a)		ntify two methods of selection that Acespot Sports could use to select thes with members of staff.	е
		1		
		2	-	[2]
	(b)		ntify three pieces of information that will appear on the payslip of an Acesports employee.	ot
		1		
		2		
		3		[3]
	(c)	(i)		-43
		(ii)	Explain one advantage and one disadvantage of using this software application for Acespot Sports. Advantage:	[1]
				_ _ _
			Disadvantage:	
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	Identify two stakeholder groups and explain their interest in Acespot Sports.	
	1	
	2	
		.
(e)	Identify and explain two types of communication.	
	1	
	2	
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(f)	Evaluate the impact that ICT could have on Acespot Sports' communications.
	[8]
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2		eorge is planning to open Ashbrooke Fun Farm and gift shop in July 2016. He ends to carry out some research to identify customer needs.	
	(a)	Identify and explain the two methods of market research that George could Give one example of each method.	use.
		1	
		Example:	
		2	
		Example:	[6]
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(b)	George needs to think about pricing his gift products. Define the following pricing strategies.
	Value-based pricing:
	Competitor-based pricing:
	Coot plue prioing:
	Cost-plus pricing:
	[6]
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George is aware that all products have a life cycle. Describe two stages of t product life cycle.
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(d)	George needs to think about promoting his gift products. Define the following methods of promotion.
	Advertising:
	Sales promotion:
	Publicity:
	[6]
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	lating 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]

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()	Identify and explain two aims that Crazy Football Ltd is likely to have.				
	1				
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		[·			
(e)	Explain one advantage and one disadvantage of e-business to Crazy Football Ltd.				
	Advantage:				
	, la vantage.				
	Disadvantage:				
	· · · · · · · · · · · · · · · · · · ·				
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Crazy Football Ltd plan to use e-commerce to expand their business. Description that the implications of setting up this e-commerce website.	iscuss
] [8
THIS IS THE END OF THE QUESTION PAPER	

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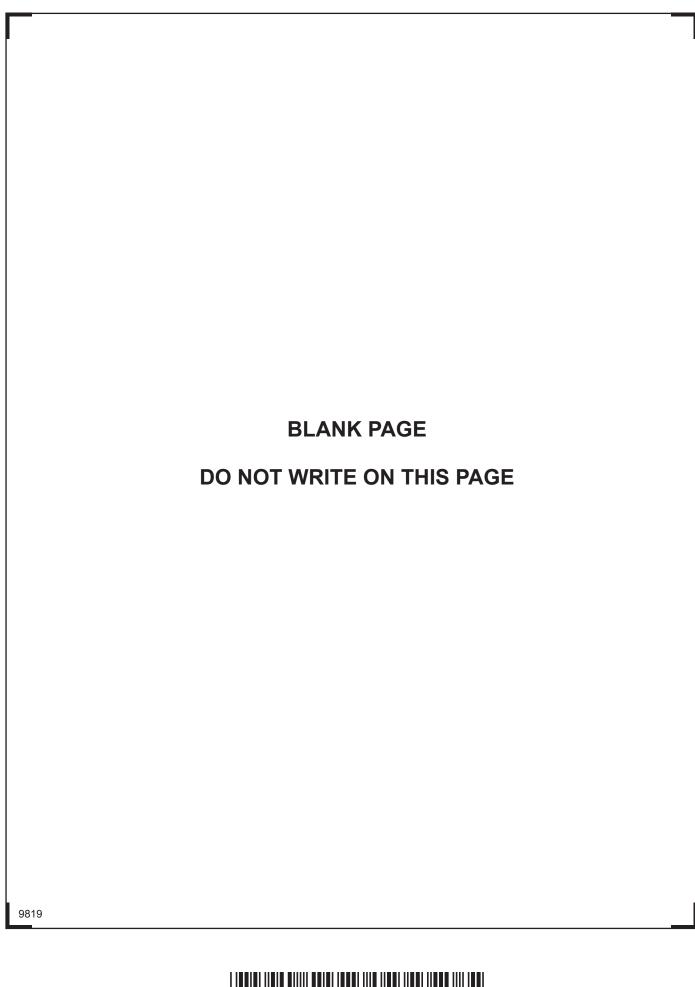
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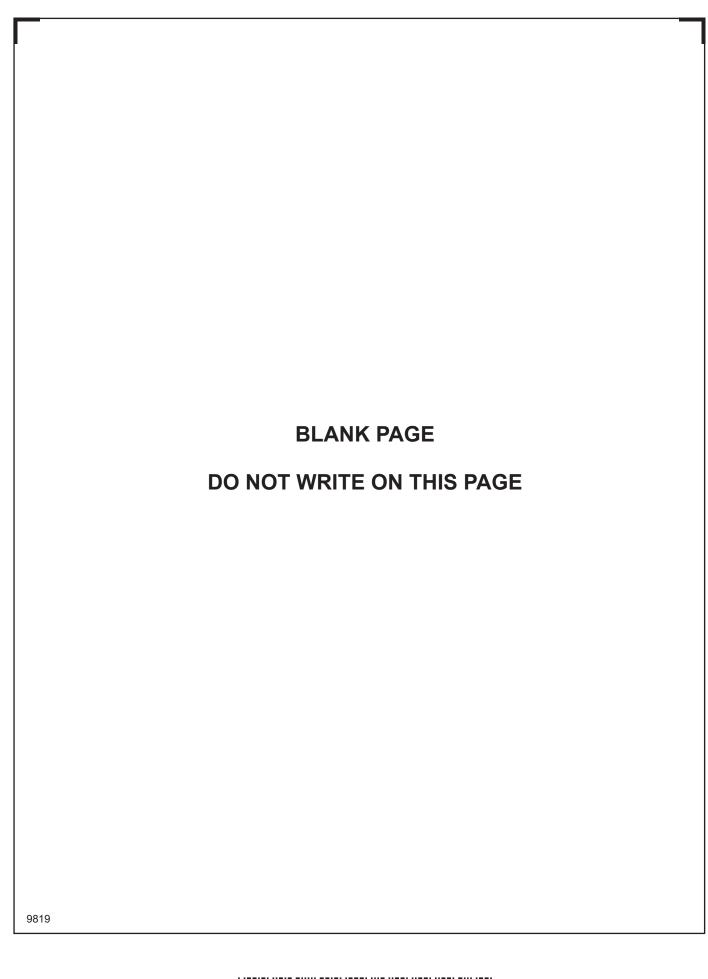
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