

Answer ALL questions

1. The following pictures show four methods of communication.

(i)



(ii)



(iii)



(iv)



Using the pictures, answer the following questions:

(a) Name each method of communication labelled.

(i) (1)

(ii) (1)

(iii) (1)

(iv) (1)



(b) What would be the **most** likely method of communication used in the following situations?

(i) Sending a copy of an urgent document from Dubai to India.

..... (1)

(ii) Confirming the appointment of a new job.

..... (1)

(iii) Finding out the current share price of the company that you work for.

..... (1)

(iv) Arranging a weekly face-to-face meeting between managers based in different countries who do not have time to travel.

..... (1)

(c) (i) State **two** advantages of the telephone over postal communications.

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..... (2)

(ii) State **two** advantages of electronic mail over the telephone.

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..... (2)



(d) Analyse the benefits to a sales representative of using a mobile phone.

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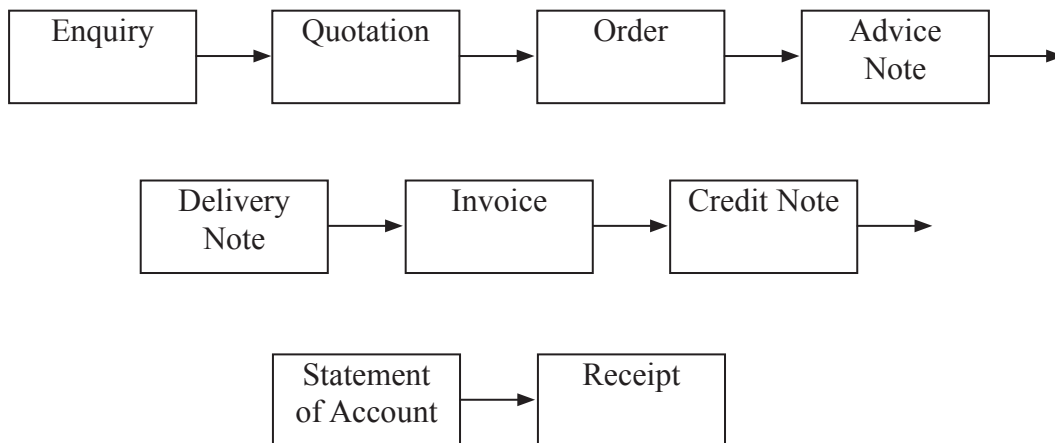
(4)

(e) Explain why effective communication is important to a business.

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(4)

Businesses use a range of documents in the buying and selling of goods, as shown in the following diagram.



Using the diagram on page 4, answer the following questions.

(f) (i) Identify the **two** documents sent from the buyer to the seller.

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(2)

(ii) Identify **two** documents requesting payment.

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(2)

(iii) State the purpose of a receipt.

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(2)

(iv) Using an example, give **one** reason why a credit note would be sent.

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(2)

(v) Why is a delivery note useful to the buyer of goods?

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(2)

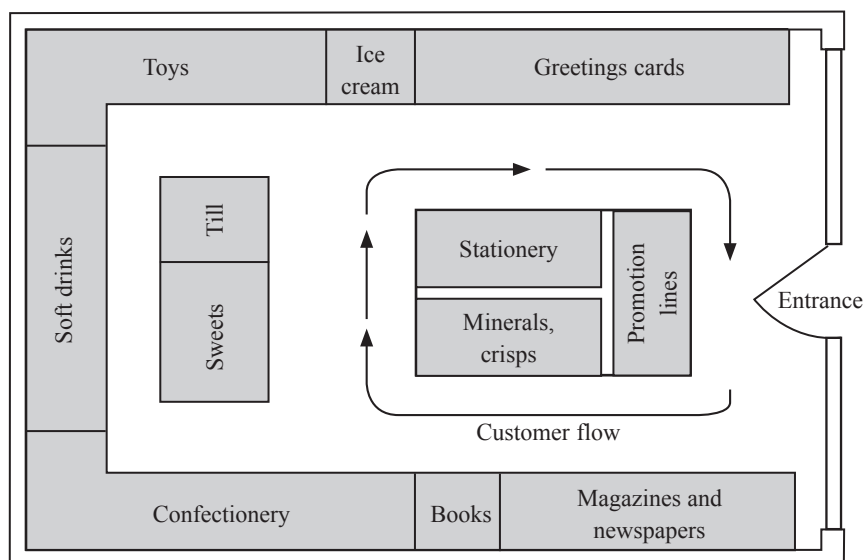
(Total 30 marks)

Q1

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2. A small independent retail shop has the following self-service layout. Study it and then answer the questions which follow.



(a) State **three** reasons for the existence of this type of shop.

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(3)

(b) Why are the following goods located where they are in the shop?

(i) Newspapers

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(2)

(ii) Sweets

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(2)



(c) (i) Outline the difference between self-service and after-sales service.

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(2)

(ii) Explain why packaging is important to self-service.

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(3)

QUESTION 2 CONTINUES ON THE NEXT PAGE



Bar codes and brand names are used extensively on packaging.

(d) (i) What **two** items of information are contained in a bar code?

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(2)

(ii) Discuss the advantages of bar coding to the retailer.

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(4)

(iii) Explain why so many manufacturers include a brand name on their packaging.

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(3)



Many people now shop using the internet.

(e) (i) Describe what is meant by internet shopping.

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(2)

(ii) Why do some customers **not** use internet shopping?

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(2)

Q2

(Total 25 marks)



3. The following table shows the number of people employed in Zarabia.

Zarabian Employment

Employment Categories	Number
Manufacturing	500 000
Chemicals	700 000
Farming	800 000
Direct Services	400 000
Mining	300 000
House Building	750 000
Commercial Activities	1 800 000
Forestry	750 000
Total Employment	6 000 000

Using the table, answer the following questions.

(a) (i) Identify **one** example of a primary industry.

..... (1)

(ii) Identify **one** example of a secondary industry.

..... (1)

(iii) Calculate how many people are employed in tertiary activities.

.....

 (2)

(iv) Calculate the percentage of the total workforce employed in commercial activities.

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 (2)



Specialisation takes place in the manufacture of cars.

(b) (i) Name **three** factors of production used in the manufacture of cars.

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(3)

(ii) Explain **two** advantages of specialisation for a car manufacturer.

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(6)

(iii) Discuss disadvantages to employees that may result from specialisation on a car assembly production line.

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(6)



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(c) What difficulties would there be for manufacturers if banking services did not exist?

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(4)

Q3

(Total 25 marks)

TOTAL FOR PAPER: 80 MARKS

END

