



General Certificate of Secondary Education

Centre Number

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Candidate Number

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Business and Communication Systems

Unit 2



The Business Environment

[GSY21]

GSY21

Assessment

TIME

1 hour.

Assessment Level of Control:

Tick the relevant box (✓)

Controlled Conditions	
Other	

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 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 **2(e)** and **3(e)**.



1 Clare Browne set up a business called Designer Cakes last year. She employs one assistant.

(a) What type of business ownership is Designer Cakes?

_____ [1]

(b) A feature of this type of business ownership is unlimited liability.

Explain what this means to Designer Cakes.

_____ [2]

(c) Explain **two** advantages of this type of business ownership.

Advantage 1 _____

Advantage 2 _____

_____ [4]



- (d) Clare knows that marketing is important for her business. Designer Cakes aims to conduct some marketing.

Explain what is meant by marketing.

[2]

- (e) Clare intends to introduce a new extra-large cake for birthdays. She also intends to carry out market research.

Explain **two** advantages of using primary research for Clare's business.

Advantage 1 _____

Advantage 2 _____

[4]

[Turn over



(f) Clare needs to think about pricing strategies.

Define the following pricing strategies Clare could use for her cakes.

Cost-plus pricing _____

Competitor-based pricing _____

Penetration _____

Skimming _____

[8]



(g) Clare is aware that all products have a life cycle.

Describe **two** stages of the product life cycle for Designer Cakes.

1. _____

2. _____

_____ [4]

[Turn over



2 North Golf is expanding its shop. It intends creating one full-time and two part-time sales assistant posts.

(a) (i) Identify **one** internal method of recruitment for the full-time sales assistant.

_____ [1]

(ii) Identify and explain **two** external methods of recruitment that North Golf could use.

1. _____

2. _____

_____ [4]



(b) (i) Apart from interview, identify and explain **two** methods of selection that North Golf could use.

1. _____

2. _____

_____ [4]

(ii) Identify **one** way that an applicant could prepare for a sales assistant interview in North Golf.

_____ [1]

[Turn over



(c) (i) The new sales assistants will require training on customer services.

Identify **one** type of suitable on-the-job training for the new sales assistants.

_____ [1]

(ii) Explain **one** advantage and **one** disadvantage of using on-the-job training.

Advantage _____

Disadvantage _____

_____ [4]



(d) North Golf uses digital technology daily.

Explain the following digital technologies with respect to North Golf.

Radio Frequency Identification (RFID) _____

Global Positioning System (GPS) _____

Contactless payment _____

[6]

[Turn over





3 Bobs Media Ltd creates and designs websites for local and international businesses. Matilda is responsible for the company's business documents.

(a) Name **three** pieces of information that should be included in an agenda.

- 1. _____
- 2. _____
- 3. _____ [3]

(b) Explain a business report to Matilda.

_____ [2]



(c) Identify and describe **two** stakeholders who would have an interest in Bobs Media Ltd.

1. _____

2. _____

_____ [6]

(d) Define the term digital trading.

_____ [2]



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Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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