



General Certificate of Secondary Education
2022

Centre Number

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Candidate Number

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Business and Communication Systems

Unit 2

The Business Environment



[GSY21]

GSY21

TUESDAY 21 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 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(c)** and **3(f)**.



1 Seaview Vets was established in 2020 by four friends, John, Chris, Mark and Victor.

(a) What type of business ownership is Seaview Vets?

_____ [1]

(b) Identify the legal document that Seaview Vets would be advised to draw up.

_____ [1]

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

Advantage _____

Disadvantage _____

_____ [4]



(d) Seaview Vets plans to hold personal details about its customers.

(i) Identify the Act that Seaview Vets must comply with.

_____ [1]

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

Principle 1 _____

Principle 2 _____

_____ [4]



(e) Seaview Vets need to recruit a receptionist.

(i) Identify and describe **two** external methods of recruitment that Seaview Vets could use.

Recruitment Method 1 _____

Recruitment Method 2 _____

[6]



(ii) Identify and describe **two** methods of selection that Seaview Vets could use.

Selection Method 1 _____

Selection Method 2 _____

[6]

(f) Describe what makes an effective application for the post of receptionist.

[2]

[Turn over



2 Ben is planning to open a fun-farm business. Customers will have the ability to walk around and interact with the animals as well as taste fresh farm produce in the cafeteria.

(a) Ben wants to carry out market research to gauge what products and services he should sell. Identify the **two** methods of market research that Ben could use and analyse **one** advantage of each method.

Method 1 _____

Advantage _____

Method 2 _____

Advantage _____

_____ [6]

(b) Explain the term marketing to Ben with an example.

_____ [3]



(c) Ben needs to market his business. Analyse the impact digital technology has on the marketing mix for Ben.

The quality of written communication is assessed in this question.

[8]

[Turn over



(d) Explain **two** advantages to Ben of using email for communication in his business.

Advantage 1 _____

Advantage 2 _____

_____ [4]

(e) Ben needs to create and design business documents for his business.

(i) Explain a business letter to Ben.

_____ [2]

(ii) Explain minutes to Ben.

_____ [2]



3 Karen owns Pooch Parlour which grooms and pampers small dogs.

(a) Identify **two** stakeholder groups and explain their interest in Karen's business.

Stakeholder 1 _____

Stakeholder 2 _____

[4]

Karen's business Pooch Parlour can trade digitally.

(b) Explain the term digital trading to Karen with an example.

[3]

[Turn over



(c) Analyse **two** advantages of digital trading to Karen's business.

Advantage 1 _____

Advantage 2 _____

_____ [4]

Karen has recently appointed two new members of staff.

(d) Identify and explain **two** reasons why these two new members of staff will need training.

Reason 1 _____

Reason 2 _____

_____ [4]



(e) Identify and explain **one** example of on-the-job training that Karen could offer her employees.

[2]





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

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| Total Marks | |
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Examiner Number

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