

C	Centr	e Nu	mber
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General Certificate of Secondary Education 2022

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).



(8	What type of business ownership is Seaview Vets?	[1
(l	Identify the legal document that Seaview Vets would be adv	vised to draw up.
(0	Explain one advantage and one disadvantage of this type of Seaview Vets.	·
	Advantage	
	Disadvantage	
		[4

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Sea	aview 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]
	(i)	(ii) Identify and explain two principles of this Act that could apply to

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(i)	Identify and describe two external methods of recruitment that Seaview \lor could use.
	Recruitment Method 1
	Recruitment Method 2

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	(ii)	Identify and describe two methods of selection that Seaview Vets could use.
		Selection Method 1
		Selection Method 2
		[6]
(f)	De	scribe what makes an effective application for the post of receptionist.
		[2]
		[2]
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2	aro	is planning to open a fun-farm business. Customers will have the ability to walk und and interact with the animals as well as taste fresh farm produce in 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
	(b)	Explain the term marketing to Ben with an example.
		[3]
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(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



(d)		blain two advantages to Ben of using email for communication in business.	
	Adv	vantage 1	
		vantage 2	
(e)	Ber	n needs to create and design business documents for his business.	
	(i)	Explain a business letter to Ben.	
	(ii)	Explain minutes to Ben.	
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(a)	Identify two stakeholder groups and explain their interest in Karen's business	S.
	Stakeholder 1	
		-
	Stakeholder 2	
		_
Kar		_
	ren's business Pooch Parlour can trade digitally.	_
	ren's business Pooch Parlour can trade digitally. Explain the term digital trading to Karen with an example.	_
	ren's business Pooch Parlour can trade digitally.	_
	ren's business Pooch Parlour can trade digitally. Explain the term digital trading to Karen with an example.	_
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(c)	Analyse two advantages of digital trading to Karen's business.	
	Advantage 1	-
	Advantage 2	
Kar	ren has recently appointed two new members of staff.	
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	Identify and explain two reasons why these two new members of staff will need training.	
	Identify and explain two reasons why these two new members of staff will	
	Identify and explain two reasons why these two new members of staff will need training.	-
	Identify and explain two reasons why these two new members of staff will need training. Reason 1	
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(f)	Evaluate two advantages and two disadvantages of on-the-job training to Ka for the employees.
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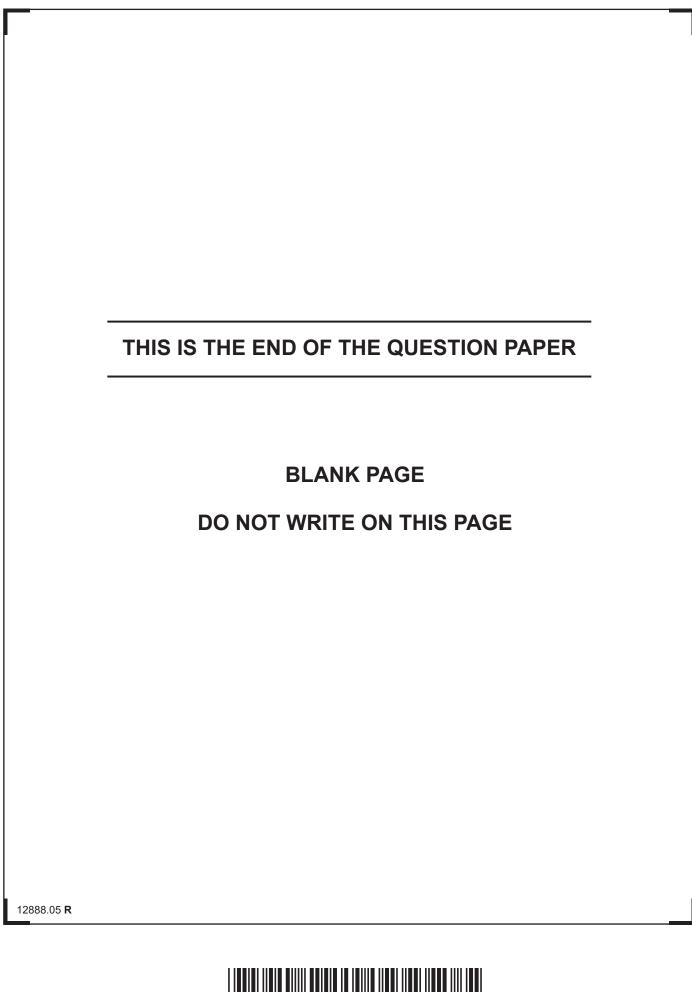
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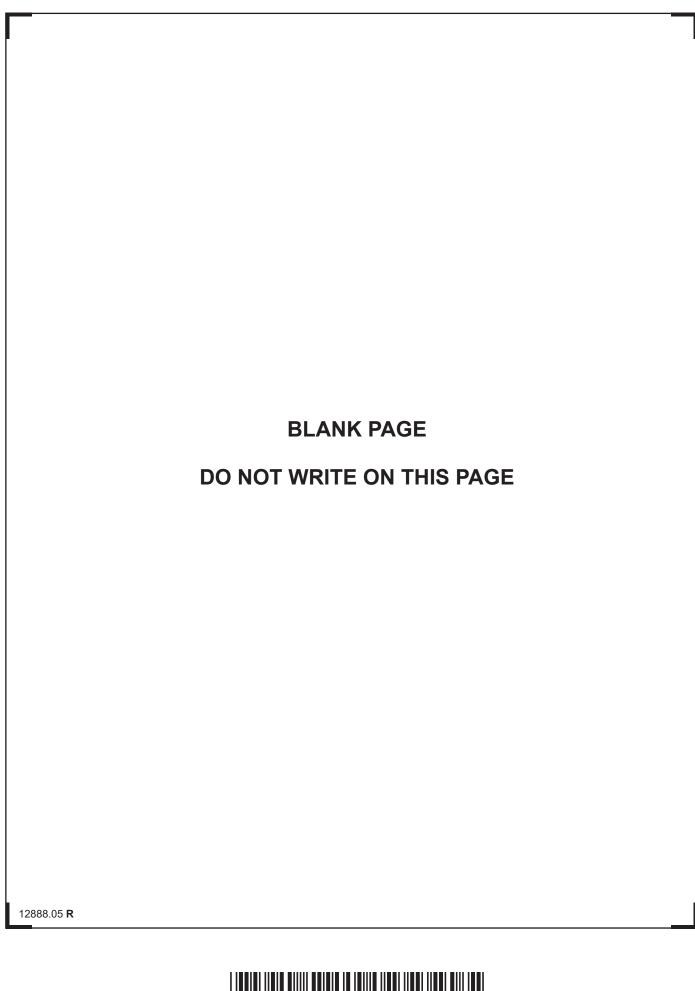
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