



Centre Number

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Candidate Number

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General Certificate of Secondary Education
2016

Business and Communication Systems

Unit 2:
The Business Environment
[GBC21]

MV18

MONDAY 20 JUNE, AFTERNOON

Time

1 hour, plus your additional time allowance.

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.

Complete in blue or black ink only. Answer **all three** questions.

There should be enough space for your answers. If you do require more space, you may complete your answers on the extra lined pages at the back of this booklet.

Information for Candidates

The total mark for this paper is 75.

Figures in brackets printed at the end of each question indicate the marks awarded to each question or part question.

Quality of written communication will be assessed in Questions **1(f)** and **3(f)**.

1 Acespot Sports has 10 branches selling sports clothing throughout Northern Ireland. The Managing Director wants to improve communication within the business. Tomorrow Acespot Sports will announce that they are creating 45 new jobs.

(a) Identify **two** methods of selection that Acespot Sports could use to select these new members of staff.

[2 marks]

1. _____

2. _____

(b) Identify **three** pieces of information that will appear on the payslip of an Acespot Sports employee. [3 marks]

1. _____

2. _____

3. _____

(c) (i) Identify the most suitable software application, that the Human Resource Department could use, to produce letters to send to applicants. [1 mark]

(ii) Explain **one** advantage and **one** disadvantage of using this software application for Acespot Sports. [4 marks]

Advantage:

Disadvantage:

(d) Identify **two** stakeholder groups and explain their interest in Acespot Sports. [4 marks]

1. _____

2. _____

(e) Identify and explain **two** types of communication. [4 marks]

1. _____

2. _____

(f) Evaluate the impact that ICT could have on Acespot Sports' communications. [8 marks]

2 George is planning to open Ashbrooke Fun Farm and gift shop in July 2016. He intends to carry out some research to identify customer needs.

(a) Identify and explain the **two** methods of market research that George could use. Give **one** example of each method. [6 marks]

1. _____

Example: _____

2. _____

Example: _____

(b) George needs to think about pricing his gift products. Define the following pricing strategies. [6 marks]

Value-based pricing:

Competitor-based pricing:

Cost-plus pricing:

(c) George is aware that all products have a life cycle. Describe **two** stages of the product life cycle. [4 marks]

1. _____

2. _____

(d) George needs to think about promoting his gift products. Define the following methods of promotion. [6 marks]

Advertising:

Sales promotion:

Publicity:

(e) George is aware that the products he orders for the gift shop will be transported to him. Identify and explain **two** suitable methods of transport that could be used.

[4 marks]

1. _____

2. _____

3 Crazy Football Ltd was set up 5 years ago to coach boys and girls aged 7–16. They provide all types of football training and competitions for young people in the North West. The management plan to offer summer camps and are in the process of updating their website to advertise this.

(a) What type of ownership is Crazy Football Ltd? [1 mark]

(b) Name the **two** documents that this type of ownership must complete before they start trading. [2 marks]

1. _____

2. _____

(c) Explain **one** advantage and **one** disadvantage of this type of ownership. [4 marks]

Advantage:

Disadvantage:

(d) Identify and explain **two** aims that Crazy Football Ltd is likely to have. [4 marks]

1. _____

2. _____

(e) Explain **one** advantage and **one** disadvantage of e-business to Crazy Football Ltd. [4 marks]

Advantage:

Disadvantage:

(f) Crazy Football Ltd plan to use e-commerce to expand their business. Discuss the implications of setting up this e-commerce website. [8 marks]

Extra page if required

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

Total Marks	
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Examiner Number

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