



General Certificate of Secondary Education
2019

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--

Business and Communication Systems

Unit 2

The Business Environment

MV24

[GSY21]

MONDAY 17 JUNE, MORNING

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.

Do not write on blank pages.

Complete in black ink only.

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 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 **2(d)** and **3(b)**.

1 Quality Cars Ltd was set up seven years ago selling low-cost cars throughout Northern Ireland.

(a) What type of business ownership is Quality Cars Ltd? [1 mark]

(b) Explain **two** advantages of this type of business ownership. [4 marks]

Advantage 1 _____

Advantage 2 _____

(c) Name the **two** legal documents that must be completed before this type of ownership starts trading. [2 marks]

Document 1 _____

Document 2 _____

(d) This type of business ownership must be registered with whom? [1 mark]

(e) Quality Cars Ltd is planning to externally recruit an IT specialist to maintain its website and social media accounts.

Analyse **two** suitable methods of external recruitment that Quality Cars Ltd could use. [6 marks]

Method 1 _____

Method 2 _____

(f) Analyse **two** suitable methods of selection that Quality Cars Ltd could use.
[6 marks]

Method 1 _____

Method 2 _____

(g) Quality Cars Ltd must keep its website up-to-date on what cars are available for sale.

Explain **one** advantage and **one** disadvantage to Quality Cars Ltd of using a website for its business. [4 marks]

Advantage _____

Disadvantage _____

2 Legoshapes Summer Scheme runs for eight weeks during July and August. Each year the team leader, Molly, must provide training to volunteers and staff.

(a) Give **two** reasons why staff training is important. [2 marks]

Reason 1 _____

Reason 2 _____

(b) Explain **two** benefits to Molly of providing staff training. [4 marks]

Benefit 1 _____

Benefit 2 _____

(c) Molly plans to provide off-the-job training for the volunteers.

Define what is meant by off-the-job training and give **one** example of how Molly could do this. [3 marks]

(e) Legoshapes Summer Scheme has a number of stakeholders.

Define what is meant by the term stakeholder. [2 marks]

(f) Identify and describe **two** stakeholders who would have an interest in Legoshapes Summer Scheme. [6 marks]

Stakeholder 1 _____

Stakeholder 2 _____

3 Matilda is planning to open a new coffee shop called Teacake Delights, providing all types of cakes and sweet treats.

(a) Matilda plans to carry out market research to find out what products are most likely to be popular with customers.

(i) Explain **one** advantage and **one** disadvantage of primary research to Matilda. [4 marks]

Advantage _____

Disadvantage _____

(ii) Explain **one** advantage and **one** disadvantage of secondary research to Matilda. [4 marks]

Advantage _____

Disadvantage _____

(c) Matilda plans to promote her coffee shop. Define the following: [4 marks]

Advertising _____

Sales promotion _____

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

Total Marks	
--------------------	--

Examiner Number

Permission to reproduce all copyright material has been applied for.
In some cases, efforts to contact copyright holders may have been unsuccessful and CCEA will be happy to rectify any omissions of acknowledgement in future if notified.