

New
Specification

Centre Number

71

Candidate Number

General Certificate of Secondary Education
2011

Business and Communication Systems

Unit 2: The Business Environment

[GBC21]

TUESDAY 14 JUNE, MORNING



TIME

1 hour.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

Write your answers in the spaces provided in this question paper.
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 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 **1(f)(ii)** and **3(d)**.

For Examiner's
use only

Question Number	Marks
1	
2	
3	

Total
Marks

1 Candy Crafts Ltd has been established for over three years and is located in Dungiven. They produce and sell hand-made cards and wooden gifts. Candy Crafts Ltd is hoping to expand their business to selling hand-made jewellery from Bog Oak. Currently they are designing a website to launch their business to a wider audience.

(a) What type of business ownership is Candy Crafts Ltd?

_____ [1]

(b) This type of business ownership must be registered with whom?

_____ [1]

(c) The main feature of this type of business ownership is limited liability, explain what this means.

 _____ [2]

(d) Apart from limited liability, explain **one** advantage and **one** disadvantage of this type of business ownership.

Advantage: _____

Disadvantage: _____

 _____ [4]

Examiner Only	
Marks	Remark

(e) Candy Crafts Ltd are aiming to segment the market to suit their products.

(i) Explain what is meant by “market segmentation”.

[2]

(ii) Identify and explain **two** ways that Candy Crafts Ltd could segment their market.

1.

2.

[4]

(f) Candy Crafts Ltd are in the process of creating a website.

(i) Explain **one** advantage and **one** disadvantage of e-business to Candy Crafts Ltd.

Advantage:

Disadvantage:

[4]

Examiner Only	
Marks	Remark

2 Kate owns Flowers and Blooms which is a flower shop specialising in wedding flowers. She currently employs two part-time members of staff and needs to recruit a third person, for Saturdays only.

(a) Identify and explain **two** methods of recruitment that Kate could use to recruit the third member of staff.

1. _____

2. _____

_____ [4]

(b) Identify and explain **two** suitable methods of selection that Kate could use to select the third member of staff.

1. _____

2. _____

_____ [4]

Examiner Only	
Marks	Remark

(c) Kate plans to use ICT to create an application form.

(i) Identify **one** software application she would find useful.

_____ [1]

(ii) Identify and describe **two** benefits of using this software application.

1. _____

2. _____

_____ [4]

(d) The new member of staff will need some training.

(i) Identify and explain **two** reasons why this member of staff will need training.

1. _____

2. _____

_____ [4]

Examiner Only	
Marks	Remark

3 Patrick is the Managing Director of Bluebell Recycling in Belfast. He has some concerns with communication in his business.

(a) Identify and explain **two** barriers to effective communication.

1. _____

2. _____

_____ [4]

(b) (i) Explain the difference between an Intranet and the Internet.

_____ [2]

(ii) Apart from the Internet and Intranet, identify and explain **two** electronic methods of communication.

1. _____

2. _____

_____ [4]

Examiner Only	
Marks	Remark

