



General Certificate of Secondary Education
2014

Centre Number

71

Candidate Number

Business and Communication Systems

Unit 2: The Business Environment

[GBC21]

WEDNESDAY 18 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.

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 **2(e)** and **3(g)(ii)**.

For Examiner's
use only

Question Number	Marks
1	
2	
3	

Total Marks	
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1 Today an announcement has been made that a new telecommunications company called LAM plc is to be located in Limavady. This company will create 150 new jobs.

(a) Identify **two** stakeholder groups and explain their interest in LAM plc.

Stakeholder 1:

Stakeholder 2:

[4]

(b) Discuss how important customers will be to LAM plc.

[2]

Examiner Only	
Marks	Remark

2 Jamie is the ICT Director for a Multinational company called Fizzy Drinks. The ICT department are in the process of redesigning the letterhead for Fizzy Drinks.

(a) Name **three** pieces of information that should be included in Fizzy Drinks' letterhead.

1. _____

2. _____

3. _____

_____ [3]

(b) Identify **one** type of software application that the ICT department would find useful in creating the letterhead.

_____ [1]

(c) Explain **one** advantage and **one** disadvantage of using this software application.

Advantage:

Disadvantage:

_____ [4]

Examiner Only	
Marks	Remark

(d) Jamie is updating Fizzy Drinks' website and needs to outline the legal implications of e-business to the Board of Directors. Explain the following legal implications for Fizzy Drinks.

Data Protection:

Copyright, Designs and Patents:

Computer Misuse:

Payment Security over the Internet:

[8]

Examiner Only	
Marks	Remark

3 Two friends, Peggy Sue and Martha, are planning to open a cafe called The Golden Tea Pot in Omagh as equal partners. They plan to carry out a survey to find out if there is a demand for their business.

(a) What type of business ownership will The Golden Tea Pot be?

_____ [1]

(b) Explain **one** advantage and **one** disadvantage of this type of ownership.

Advantage:

Disadvantage:

 _____ [4]

(c) What is the name of the legal document that would be recommended for this type of business ownership to complete?

_____ [1]

(d) What method of market research do the owners plan to use?

_____ [1]

Examiner Only	
Marks	Remark

- (e) Identify and explain **two** methods of sampling that The Golden Tea Pot could use.

Method 1:

Method 2:

[4]

- (f) Peggy Sue and Martha both need to think about promoting The Golden Tea Pot. Define the following methods of promotion giving an example, in each case, for this business.

Advertising:

Sales Promotion:

Publicity:

[6]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER
