



General Certificate of Secondary Education  
2017

Centre Number

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Candidate Number

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# Business and Communication Systems

Unit 2:



The Business Environment

**[GBC21]**

\*GBC21\*

**MONDAY 19 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.

**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(h)** and **3(f)**.



1 Three friends have opened a gym called Pure Fitness, in Magherafelt, as equal partners.

(a) What type of business ownership is Pure Fitness?

\_\_\_\_\_ [1]

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

Advantage:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Disadvantage:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]

(c) Identify the legal document that Pure Fitness would be advised to draw up.

\_\_\_\_\_ [1]

(d) Explain how important customers are to Pure Fitness.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]



(e) What is the difference between **risk** and **reward** in relation to this business?

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[2]

(f) Describe **two** strategies that Pure Fitness may use to manage their competition.

1. \_\_\_\_\_

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2. \_\_\_\_\_

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[4]

(g) Pure Fitness are in the process of creating a website.

Explain **one** advantage and **one** disadvantage of e-business to Pure Fitness.

Advantage:

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Disadvantage:

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[4]

[Turn over





2 Cathy owns Barntop Creche which caters for children aged between 0 to 10 years. She is currently planning to recruit two full-time Nursery Assistants.

(a) Identify and explain **two** methods of recruitment that Cathy could use to recruit the Nursery Assistants.

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

[4]

(b) Identify and explain **two** methods of selection that Cathy could use to recruit the Nursery Assistants.

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

[4]

[Turn over



(c) Cathy is in the process of creating a database of her employees' details. Explain **one** advantage and **one** disadvantage a database offers her.

Advantage:

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Disadvantage:

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[4]

(d) The new Nursery Assistants will need some training.

(i) Identify **one** type of off-the-job training suitable for the new Nursery Assistants.

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[1]

(ii) Explain **one** advantage and **one** disadvantage of using off-the-job training for the new Nursery Assistants.

Advantage:

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Disadvantage:

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[4]



(e) Barntop Creche will pay their employees using BACS.

(i) What does BACS stand for?

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[1]

(ii) Discuss **two** benefits to the employees of Barntop Creche being paid using BACS.

Benefit 1:

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Benefit 2:

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[4]

(f) Identify **three** pieces of information that will appear on the payslip of the employees of Barntop Creche.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_ [3]

[Turn over



3 Mrs Barbara Bell is the Marketing Manager of Pete’s Plumbing in Northern Ireland. The business has twenty-one branches throughout Northern Ireland.

(a) Barbara plans to carry out some market research.

Identify and explain the **two** market research methods that Barbara could use.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[4]

(b) Identify and explain **two** elements of the marketing mix that Barbara should consider.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[4]



Barbara has some concerns with communication in the business.

(c) Explain what is meant by “formal communication”.

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[2]

(d) Explain what is meant by “informal communication”.

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[2]

(e) Identify and explain **two** methods of formal communication that Pete’s Plumbing could use.

1. \_\_\_\_\_

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2. \_\_\_\_\_

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[4]

[Turn over







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

<b>Total Marks</b>	
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Examiner Number

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