



Rewarding Learning

General Certificate of Secondary Education
2018

Centre Number

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Candidate Number

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Business and Communication Systems

Unit 2:



The Business Environment

[GBC21]

GBC21

WEDNESDAY 20 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.

There should be enough space for your answers.

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



1 Helen owns Hairport Hairdressers. She wants to recruit a new hairdresser.

(a) Identify and explain **two** methods of recruitment which Helen could use.

1. _____

2. _____

_____ [4]

(b) The new hairdresser will need some training.

(i) Identify and explain **two** reasons why this new hairdresser will need training.

1. _____

2. _____

_____ [4]



(ii) Identify **one** type of on-the-job training suitable for the new hairdresser.

_____ [1]

(iii) Explain **one** advantage and **one** disadvantage of using on-the-job training for Hairport Hairdressers.

Advantage:

Disadvantage:

_____ [4]

(c) The new hairdresser will be paid a wage, instead of a salary.

Explain the difference between a wage and a salary.

_____ [2]

[Turn over



(d) Helen plans to use ICT to calculate wages.

(i) Identify the most suitable type of software she could use.

_____ [1]

(ii) Explain **two** advantages of using this software application for Hairport Hairdressers.

1. _____

2. _____

_____ [4]

(e) Identify and explain **two** stakeholder groups who might have an interest in Hairport Hairdressers.

1. _____

2. _____

_____ [4]



2 Techy Software plc is a company that develops apps for education.

(a) What type of business ownership is Techy Software plc?

_____ [1]

(b) Name the **two** legal documents that this type of ownership must complete before it starts trading.

1. _____

2. _____ [2]

(c) The main feature of this type of business ownership is limited liability.

Explain what this means for the shareholders of Techy Software plc.

_____ [2]

[Turn over



(d) Apart from limited liability, explain **one** advantage and **one** disadvantage of this type of ownership for Techy Software plc.

Advantage:

Disadvantage:

[4]

(e) Identify and explain **two** aims Techy Software plc is likely to have.

1.

2.

[4]



(f) Techy Software plc is in the process of updating its website.

Analyse **one** advantage and **one** disadvantage of e-business to Techy Software plc.

Advantage:

Disadvantage:

[4]



3 Paul Parker is starting a new painting business called PP Painting, providing painting services. Paul intends to conduct market research to discover potential customers.

(a) Identify and explain the **two** market research methods that Paul could use.

1. _____

2. _____

_____ [4]

(b) Describe the difference between random and quota sampling.

_____ [2]

[Turn over



(c) Paul's business needs to have the right marketing mix. Explain the following elements of the marketing mix in relation to Paul's business.

Price:

Product:

Promotion:

Place:

[8]



(d) Paul needs to think about the main methods of communication for his business. Describe the following methods.

Formal:

Informal:

[4]





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Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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