



General Certificate of Secondary Education  
2019

Centre Number

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Candidate Number

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# Business and Communication Systems

Unit 2

The Business Environment

<b>MV18</b>
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[GSY21]

**MONDAY 17 JUNE, MORNING**

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## **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)**.

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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]

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

Advantage 1 \_\_\_\_\_

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Advantage 2 \_\_\_\_\_

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(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]

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(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 \_\_\_\_\_

\_\_\_\_\_

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

Method 1 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Method 2 \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**(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 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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(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]

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(d) Evaluate the advantages and disadvantages of off-the-job training to Molly. [8 marks]

**The quality of written communication is assessed in this question.**

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

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

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

Stakeholder 1 \_\_\_\_\_

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Stakeholder 2 \_\_\_\_\_

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**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 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**(b)** Analyse the impact digital technology could have on the market research process for Teacake Delights.  
[8 marks]

**The quality of written communication is assessed in this question.**

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

Advertising \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sales promotion \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Teacake Delights is currently considering introducing contactless payment.

**(d)** Explain what is meant by contactless payment and describe **two** benefits to Teacake Delights of using this method of payment. [6 marks]

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**THIS IS THE END OF THE QUESTION PAPER**

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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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