



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2022

Centre Number

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Candidate Number

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Professional Business Services

Assessment Unit AS 1

assessing

Introduction to Professional Business Services



SPB11

[SPB11]

MONDAY 30 MAY, MORNING

TIME

1 hour 30 minutes.

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 six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

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 **4(b)**, **5** and **6**.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each question in allocating the available examination time.

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Answer **all six** questions

1 (a) Identify **three** objectives of an organisation in the public sector.

[3]

(b) Define the term business regulation and give **one** example.

[3]





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(Questions continue overleaf)

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- 6 As a professional business services consultant, you have been appointed by Capacitor Comms Ltd to provide advice to the Board of Directors.

Read the case study below and carry out a PESTEL analysis for Capacitor Comms Ltd.

The quality of written communication is assessed in this question.

Capacitor Comms Ltd is a Northern Ireland based international telecommunications company. It has various manufacturing sites throughout the world. It designs, develops and sells telecommunications equipment. Its products and services include mobile phones, software used in mobile applications and office services. Capacitor Comms Ltd has established itself as the brand leader and is easily recognisable in the highly competitive telecommunications industry. Capacitor Comms Ltd faces a high degree of competition from businesses globally.

The company is driven by the need to maintain a high quality brand. It also remains the market leader of telecommunications products and services according to the industry monitor 'Comms List'. The company has expressed an interest in expanding into developing economies, making its range of products and services available to new customers at competitive prices.

Throughout 2019 and 2020, Capacitor Comms Ltd has invested a considerable amount of time and money developing a satellite-based medical telecommunications system for use in remote parts of the world. This system is aimed at providing much-needed medical help to communities where communication infrastructure, for example internet connection, is either non-existent or of a poor quality. Despite the initial costs, the CEO, Mr Phillip Marston, believes that the company has a social responsibility to support disadvantaged communities allowing them to benefit from cutting-edge technology.

Capacitor Comms Ltd places a strong emphasis on health and safety at all its manufacturing sites. Building on this practice, the company monitors its carbon footprint with a view to making reductions where possible. The company directors have insisted that suppliers who have a carbon-neutral footprint should be dealt with on more preferential terms than those who do not. Environmental considerations are made as a priority factor when making investment decisions. Indeed, Capacitor Comms Ltd has invested considerably in renewable energy for its various manufacturing sites throughout the world. The company is also committed to paperless transactions, from the sourcing of materials to the point of sale.

The company directors have a reputation for promoting good industrial relations as well as good public relations at their manufacturing sites. "A happy workforce is more productive and makes employees team players", said Mr Marston. "We have ensured that employees are treated with respect and are paid generously for their





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For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

Total Marks	
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Examiner Number

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