



General Certificate of Secondary Education
2023

Centre Number

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Candidate Number

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Business and Communication Systems

Unit 2



The Business Environment

[GSY21]

GSY21

TUESDAY 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(e)** and **3(f)**.



1 Young Brothers plc is a supermarket selling all types of food and household goods.

(a) What type of business ownership is Young Brothers plc?

_____ [1]

(b) Explain **one** advantage and **one** disadvantage of this type of business ownership for Young Brothers plc.

Advantage _____

Disadvantage _____

_____ [4]

(c) Name the **two** legal documents that Young Brothers plc must complete before this type of business ownership starts trading.

Document 1 _____

Document 2 _____ [2]

(d) Young Brothers plc plans to recruit a supervisor for its Dungiven supermarket.

Identify **one** suitable method of internal recruitment that Young Brothers plc could use.

_____ [1]



(e) Identify and describe **two** suitable methods of selection that Young Brothers plc could use for the supervisor.

Selection method 1 _____

Selection method 2 _____

_____ [6]

[Turn over



(f) The new supervisor will need to receive some training.

Explain **one** advantage and **one** disadvantage of off-the-job training to Young Brothers plc.

Advantage _____

Disadvantage _____

[4]

(g) Give **one** example of how Young Brothers plc could provide off-the-job training for the supervisor.

_____ [1]



(h) Explain **two** benefits to Young Brothers plc of providing training for the new supervisor.

Benefit 1 _____

Benefit 2 _____

[4]



2 Tasty Treats is a sweet shop. Peter the owner plans to expand the business by providing sweet hampers. He intends to carry out some research to discover if there is a demand for this product.

(a) Identify and analyse the **two** methods of market research that Peter could use, giving **one** example of each method.

Market research method 1 _____

Analysis _____

Example _____

Market research method 2 _____

Analysis _____

Example _____ [8]



(b) Peter knows it is important to promote Tasty Treats sweet hampers. Explain the following terms to Peter:

Advertising _____

Sales promotion _____

[4]

(c) Peter uses the following channels of distribution for his Tasty Treats. Explain the terms to Peter:

Retailer _____

Consumer _____

[4]

[Turn over





[8]

[Turn over

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3 Anna is the manager of Gaming World, which sells computer games.

(a) Identify **two** stakeholder groups and explain their interest in Gaming World.

Stakeholder 1 _____

Stakeholder 2 _____

[6]

(b) Gaming World has been trading digitally for 12 months. Define the term digital trading.

[2]



(c) Explain why effective communication is important in Gaming World.

[2]

(d) Anna uses video conferencing to communicate with her suppliers.

Explain **one** advantage and **one** disadvantage to Anna of using video conferencing to communicate digitally with her suppliers.

Advantage _____

Disadvantage _____

[4]

[Turn over



(e) Identify and explain **two** business documents that would be used in Gaming World.

Business document 1 _____

Business document 2 _____

_____ [4]



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Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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