



General Certificate of Secondary Education
2024

Centre Number

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Candidate Number

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Business and Communication Systems

Unit 2

The Business Environment

MV24

[GSY21]

WEDNESDAY 19 JUNE, MORNING

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(g)** and **3(d)**.

1 Jenny set up an online business three years ago called Strawberry Designs, selling handmade cards.

(a) What type of business ownership is Strawberry Designs? [1 mark]

(b) A feature of this type of business ownership is unlimited liability.

Explain what this means to Strawberry Designs. [2 marks]

(c) Apart from unlimited liability, describe **one** advantage and **one** disadvantage of this type of business ownership to Strawberry Designs. [4 marks]

Advantage _____

Disadvantage _____

(d) A number of stakeholders have an interest in Strawberry Designs.

(i) Define the term stakeholder to Jenny.
[2 marks]

(ii) Identify and explain **two** stakeholder groups who might have an interest in Strawberry Designs. [4 marks]

Stakeholder 1 _____

Stakeholder 2 _____

(e) Jenny's business, Strawberry Designs, trades digitally selling handmade cards online.

Define the term digital trading to Jenny, giving an example. [3 marks]

Definition _____

Example _____

(f) Analyse **two** advantages of digital trading to Jenny's customers. [4 marks]

Advantage 1 _____

Advantage 2 _____

(g) Jenny creates and designs handmade cards.

(i) Identify the legislation that protects her designs. [1 mark]

(ii) Describe **two** things that this legislation covers. [4 marks]

1 _____

2 _____

2 Anthony plans to open Powerlift Gym, which will cater for all abilities, in October 2024. He plans to carry out market research to find out what type of classes and times he should offer.

(a) Describe the term marketing to Anthony, with an example. [3 marks]

(b) Identify **one** type of primary research that Anthony could use. [1 mark]

(c) Explain **one** advantage and **one** disadvantage of primary research to Anthony. [4 marks]

Advantage _____

Disadvantage _____

(d) Identify **one** type of secondary research that Anthony could use. [1 mark]

(e) Explain **one** advantage and **one** disadvantage of secondary research to Anthony. [4 marks]

Advantage _____

Disadvantage _____

(f) Anthony needs to think about different pricing strategies for Powerlift Gym.

Identify and explain **two** pricing strategies that Anthony could use.
[4 marks]

Pricing strategy 1 _____

Pricing strategy 2 _____

(g) Analyse the impact digital technology may have on the market research process for Anthony's business, Powerlift Gym. [8 marks]

3 Zara owns McCaul's Shoewear and is currently planning to recruit two part-time sales advisors.

(a) Identify and explain **two** external methods of recruitment that Zara could use to recruit the sales advisors.

[4 marks]

Recruitment method 1 _____

Recruitment method 2 _____

(b) Identify and explain **two** methods of selection that Zara could use to recruit the sales advisors. [4 marks]

Selection method 1 _____

Selection method 2 _____

(c) The new sales advisors will need some training.

(i) Explain **two** benefits of staff training to Zara. [4 marks]

Benefit 1 _____

Benefit 2 _____

(ii) Identify **one** type of on-the-job training suitable for the new sales advisors. [1 mark]

(iii) Explain **one** advantage and **one** disadvantage of using on-the-job training for the new sales advisors.
[4 marks]

Advantage _____

Disadvantage _____

Zara knows that communication is very important in her business, McCaul's Shoewear.

(d) Evaluate the impact of digital technology on business communication in McCaul's Shoewear. [8 marks]

**This is the end of the
question paper**

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Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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