



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



[GSY21]

GSY21

WEDNESDAY 19 JUNE, MORNING

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(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]

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

Explain what this means to Strawberry Designs.

_____ [2]

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

Advantage _____

Disadvantage _____

_____ [4]



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

(i) Define the term stakeholder to Jenny.

[2]

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

Stakeholder 1 _____

Stakeholder 2 _____

[4]

[Turn over



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

Define the term digital trading to Jenny, giving an example.

Definition _____

Example _____ [3]

- (f) Analyse **two** advantages of digital trading to Jenny's customers.

Advantage 1 _____

Advantage 2 _____

_____ [4]



(g) Jenny creates and designs handmade cards.

(i) Identify the legislation that protects her designs.

_____ [1]

(ii) Describe **two** things that this legislation covers.

1 _____

2 _____

_____ [4]

[Turn over



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]

(b) Identify **one** type of primary research that Anthony could use.

[1]

(c) Explain **one** advantage and **one** disadvantage of primary research to Anthony.

Advantage _____

Disadvantage _____

[4]



(d) Identify **one** type of secondary research that Anthony could use.

_____ [1]

(e) Explain **one** advantage and **one** disadvantage of secondary research to Anthony.

Advantage _____

Disadvantage _____

_____ [4]

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

Identify and explain **two** pricing strategies that Anthony could use.

Pricing strategy 1 _____

Pricing strategy 2 _____

_____ [4]

[Turn over





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.

Recruitment method 1 _____

Recruitment method 2 _____

_____ [4]

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

Selection method 1 _____

Selection method 2 _____

_____ [4]

[Turn over



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

(i) Explain **two** benefits of staff training to Zara.

Benefit 1 _____

Benefit 2 _____

_____ [4]

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

_____ [1]

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

Advantage _____

Disadvantage _____

_____ [4]



THIS IS THE END OF THE QUESTION PAPER

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

Total Marks	
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Examiner Number

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