



General Certificate of Secondary Education
2025

Centre Number

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Candidate Number

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Business and Communication Systems

Unit 2

The Business Environment

MV18

[GSY21]

WEDNESDAY 18 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. **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 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(f)** and **3(d)**.

1 Jumbo Transport PLC delivers goods for businesses all over the world.

(a) What type of business ownership is Jumbo Transport PLC? [1 mark]

(b) This type of business ownership must be registered with whom? [1 mark]

(c) Name the documents that Jumbo Transport PLC must complete for this type of business ownership. [2 marks]

Document 1

Document 2

(d) Explain **two** advantages of this type of business ownership for Jumbo Transport PLC. [4 marks]

Advantage 1 _____

Advantage 2 _____

(e) Jumbo Transport PLC uses email as its main method of communication.

(i) Explain **one** advantage and **one** disadvantage to Jumbo Transport PLC of using email for its business. [4 marks]

Advantage _____

Disadvantage _____

(ii) Explain why effective communication is important in Jumbo Transport PLC. [2 marks]

(f) Jumbo Transport PLC has a number of stakeholders who are interested in its business.

(i) Define the term stakeholder to Jumbo Transport PLC. [2 marks]

(g) Jumbo Transport PLC uses digital technology every day.

Explain the following digital technologies in relation to Jumbo Transport PLC. [4 marks]

Radio Frequency Identification (RFID)

Global Positioning System (GPS) tracking

2 Jenny owns Classy Clothes which sells clothes for children. She currently employs five sales assistants and plans to recruit a manager.

(a) Analyse **two** suitable methods of internal recruitment that Jenny could use to recruit the manager.

[6 marks]

Method 1 _____

Method 2 _____

(b) Analyse **one** suitable method of selection that Jenny could use to select the manager. [3 marks]

(c) Identify **one** way that an applicant might prepare for a manager interview in Classy Clothes. [1 mark]

(d) Explain **two** benefits to the new manager of receiving training. [4 marks]

Benefit 1 _____

Benefit 2 _____

(e) Classy Clothes products can be purchased online.

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

Definition _____

Example _____

3 Gareth is planning to open a shop called Judo Academy in November 2025 selling Judo suits, belts, books and accessories.

(a) Judo Academy plans to hold personal details about its customers.

(i) Identify the Act that Judo Academy must comply with. [1 mark]

(ii) Identify and explain **two** principles of this Act that could apply to Judo Academy. [4 marks]

Principle 1 _____

Principle 2 _____

Gareth plans to carry out some market research to identify if there is a demand for his products.

(b) Define the term marketing to Gareth, giving an example.
[3 marks]

Definition _____

Example _____

(c) Identify the **two** methods of market research that Gareth could use and analyse **one** advantage of each method, giving an example. [8 marks]

Market Research Method 1 _____

Advantage _____

Example _____

Market Research Method 2 _____

Advantage _____

Example _____

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

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| Total Marks | |
|--------------------|--|

Examiner Number

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