

71
Candidate Null

General Certificate of Secondary Education 2012

Business and Communication Systems

Unit 2: The Business Environment

[GBC21]

FRIDAY 22 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.

Write your answers in the spaces provided in this question paper. Answer **all three** questions.

There should be enough space for your answers.

If you do require more space, you may complete your answers on the extra lined pages at the back of this booklet.

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(d)**.

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

Total	
IOlai	
Marks	
I Marks	

Red proveffic	hie L Gamble has started an insurance business called ACE Insure business covers both the commercial and private insurance sector cently Archie has encouraged some employees to work from home, viding telephone quotes for customers, enabling a faster and more cient service with greater flexibility in "after hours" quotes. ere has been substantial investment in ICT over the last few years.	S. Marks F
(a)	Identify and explain two ways in which the increased use of ICT m	nay
	impact on ACE Insurers.	
	1	
	2	_
		_ [4]
	Explain the difference between risk and reward in relation to this	
	Explain the difference between risk and reward in relation to this business.	
		 _ [2]
(c)	business.	 [2]
(c)	Explain two ways that ACE Insurers may remain ahead of its	
(c)	Explain two ways that ACE Insurers may remain ahead of its competitors.	
(c)	Explain two ways that ACE Insurers may remain ahead of its competitors. 1	
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(d)	AC	E Insurers plans to hold personal details of their customers.	Examiner Only Marks Remark
	(i)	Identify the Act that ACE Insurers must comply with.	
		[1]	
	(ii)	Identify and describe two principles of this Act that could apply to ACE Insurers.	
		1	
		2	
		[4]	
(e)	AC	E Insurers needs to recruit another member of staff for the office.	
	(i)	Identify and explain two methods of recruitment that ACE Insurers could use.	
		1	
		2	
		[4]	

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ACE Insurers uses BACS to pay their employees. Explain	n what is	1
meant by the term BACS.		ı
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	n Rankin owns a plumbing business, JR Plumbing. He employs five mbers and two clerical staff.	Exami Marks
(a)	What type of business ownership is JR Plumbing?	[1]
(b)	A feature of this type of business ownership is unlimited liability. Explain what this means to JR Plumbing.	_ [' ']
		_ [2]
(c)	Apart from unlimited liability, explain one advantage and one disadvantage of this type of business ownership to JR Plumbing.	
	Advantage:	
	Disadvantage:	
		[4]
		1

	order to achieve greater efficiency John Rankin intends to improve nmunication within the business.	Examine Marks
(i)	Explain what is meant by "internal communication".	
	[2]	
(ii)	Identify and explain two types of internal communication that JR Plumbing could use.	
	1	
	2	
	[4]	
(iii)	JR Plumbing is in the process of creating a database of all their suppliers. Explain one advantage and one disadvantage of using a database to JR Plumbing.	
	Advantage:	
	Disadvantage:	
	[4]	

. Accordance .		
Advantages:		
Disadvantages:		
	101	
	[o]	

Ele don	ctrica nesti	s starting a new electrical installation business called Romac al Contractors, providing all types of electrical work for both c and commercial customers. Ronan intends to carry out resea octential customers.	rch	Examiner Only Marks Remark
(a)	lder use	ntify and explain two market research methods that Ronan could .		
	1			
	2			
			₋ [4]	
(b)	(i)	Explain the difference between random and quota sampling .		
			[2]	
	(ii)	Identify and explain two elements of the marketing mix which Romac Electrical Contractors should consider.		
		1		
		2		
			₋ [4]	

	ntify and explain three reasons for staff training at Romac etrical Contractors.		Examin Marks	er R
1		_		
2				
3				
		[6]		

Evaluate on-the-job training and off-the-job training and justify th most appropriate method of training for Romac Electrical Contra	
On-the-job training	
Off-the-job training	
Most appropriate method of training and justification	
	[8]

Extra page if required		Examine	
		Marks	Remark
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