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**Pearson**  
**Edexcel GCSE**

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# Business Communications

## Unit 4: Business Communications

Friday 9 June 2017 – Afternoon  
**Time: 1 hour 30 minutes**

Paper Reference

**5BS04/01**

**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (\*) are ones where the quality of your written communication will be assessed  
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*
- A calculator may be used.

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Pearson

SECTION A

Answer ALL questions. You should spend 40 minutes on this section.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which **one** of the following is evidence that two-way communication has taken place?

Select **one** answer.

(1)

- A Sender
- B Receiver
- C Feedback
- D Audience

(b) Outline **one** reason for using correct spelling and grammar in written business communication.

(2)

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(c) Identify **two** types of oral communication.

(2)

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(d) Explain **one** benefit to a business of using a strapline.

(3)

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**(Total for Question 1 = 8 marks)**





*Grange Roofing Ltd*, owned by Kevin, is a business that repairs and replaces roofs. It has been established for over 28 years. When a person makes an enquiry Kevin always visits their home in person to discuss details of the job.

(Source: from <http://www.grangeroofingsunderland.co.uk/>)

(a) Which **one** of the following best describes the owner of a business?

Select **one** answer.

(1)

- A** Internal stakeholder
- B** Manager
- C** External stakeholder
- D** Employee

(b) Explain **one** advantage for customers of *Grange Roofing Ltd* of being able to discuss details of the job with Kevin in person.

(3)

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When working on a roof, *Grange Roofing Ltd* posts leaflets through the doors of neighbouring houses to promote its services.

(c) Identify **three** methods of communication, other than leaflets, that *Grange Roofing Ltd* could use to promote its services to new customers.

(3)

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(d) Explain **one** disadvantage for *Grange Roofing Ltd* of using leaflets to promote its services to new customers.

(3)

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**(Total for Question 2 = 10 marks)**





*Chessington World of Adventures (Chessington)* is a theme park and zoo located in Surrey. It has over 40 rides and attractions as well as one of the largest zoos in the south of England. *Chessington* has a range of special offers. To receive these offers customers must sign up to receive a newsletter by giving *Chessington* an email address.

(Source: from <http://www.chessington.com/>)

(a) Which **one** of the following would be the most appropriate method of communication to record the content of a formal business meeting?

Select **one** answer.

- A** Letter
- B** Agenda
- C** Minutes
- D** Memo

(1)

(b) List **two** legal obligations *Chessington* would have considered when it created its website.

(2)

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(c) Explain **one** disadvantage for the customer of having to give an email address to receive the newsletter from *Chessington*.

(3)

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(d) Describe how the layout of the newsletter could help *Chessington* to capture the interest of the reader.

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**(Total for Question 3 = 10 marks)**





*M3 Hair and Beauty* is a hairdressing salon located in the centre of Manchester. It also offers a range of beauty treatments to customers. These treatments include massage, waxing and manicures. The salon currently employs eight staff and has recently decided to expand to offer treatments for male customers. This includes haircuts and hot towel shaves. Four new employees will be recruited as a result of the expansion.

(Source: from <http://www.m3hairandbeautymanchester.co.uk/hair>)

- (a) Which **one** of the following is **most likely** to happen if the wrong method of business communication is used?

Select **one** answer.

(1)

- A** Improved efficiency of employees
- B** Improved employee motivation
- C** Increased reputation of the business
- D** Increased conflict between stakeholders

- (b) Outline **one** suitable method that *M3 Hair and Beauty* could use to inform its employees about its plans to expand.

(2)

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*M3 Hair and Beauty* has a flat organisational structure.

(c) Explain **one** benefit to *M3 Hair and Beauty* of having a flat organisational structure. (3)

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**SECTION B BEGINS ON THE NEXT PAGE.**



SECTION B

Answer ALL questions.

You should spend 30 minutes on this section.

Read the following passage carefully and then answer questions 5 and 6.



In a bid to gain market share from *Nike*, *Adidas* has launched its biggest advertising campaign ever. The campaign will involve spending over £150 million on advertising using a range of methods including television, posters and magazines.

As well as increasing advertising, *Adidas* wants to improve its brand awareness in the UK. Nearly two thirds of *Adidas* products are sold in sports shops not owned by *Adidas*. At present *Adidas* only has a small number of stores in major cities and retail parks. *Adidas* has now invested in opening more of its own shops. It feels that increasing this number will help it to gain an advantage over its competitors.

(Source: © 2016 Guardian News and Media Limited)

5 (a) What is meant by the term **market share**?

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(b) Outline **one** way in which sound could be used during *Adidas's* advertising campaign.

(2)

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(c) Explain **one** advantage to *Adidas* of using posters to advertise its products.

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Disadvantage

Explanation

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6 *Adidas* now sponsors the kit for Manchester United football team. The previous sponsor was *Nike*. The *Adidas* logo will appear on all kit worn by Manchester United players.

(a) What is meant by the term **brand awareness**?

(2)

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(b) Outline **one** benefit to Manchester United of *Adidas* sponsoring its kit.

(2)

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Manchester United is also sponsored by *Chevrolet*, an American car manufacturer. Manchester United football strips have both the *Adidas* logo and the *Chevrolet* logo on them.

(c) Explain **one** disadvantage for *Adidas* of there being two different logos on Manchester United football strips.

(3)

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SECTION C

Answer ALL questions. You should spend 20 minutes on this section.

Read the following passage carefully and then answer questions 7 to 10.



*YouTube* is a video streaming website that allows people to broadcast videos via the internet. Many businesses have noticed the popularity of *YouTube* and are now advertising on this website.

Adverts can be placed on *YouTube* alongside videos that are expected to be viewed by many people. This can be done before, during or after the video is streamed. Viewers can choose to skip the advertisements after 5 seconds, but advertisers only pay if someone watches for at least 30 seconds or watches the whole advertisement if this is shorter than 30 seconds.

*YouTube* is expected to receive \$5.6 billion in advertising revenue this year. This has risen 51% from 2014. There are one billion people estimated to use *YouTube* and each person spends on average 22 hours per month viewing videos on *YouTube*.

(Source: from <http://adage.com/article/digital/youtube-channel>)

7 What is meant by the term **the internet**?

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(Total for Question 7 = 2 marks)

8 Outline **one** factor, other than legal obligations, *YouTube* should have considered when creating its website.

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(Total for Question 8 = 2 marks)

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**\*9** Discuss the benefits to *YouTube* of measuring the success of its website by the revenue it receives from advertising.

Handwriting practice area consisting of 25 horizontal dotted lines.

**(Total for Question 9 = 6 marks)**



P 4 8 8 9 1 A 0 1 9 2 4

**\*10** KSI is a person who streams videos on *YouTube*. His videos are very popular with teenagers and over nine million people subscribe to his *YouTube* channel. His most popular videos have been viewed over 18 million times.

Using your knowledge of business communications, assess the impact on a business of advertising on KSI's *YouTube* channel.

(10)

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**(Total for Question 10 = 10 marks)**

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**TOTAL FOR SECTION C = 20 MARKS**  
**TOTAL FOR PAPER = 90 MARKS**



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