

Certificate in Business Principles and Practice

ASE20073 SAMPLE

Level 2

Time allowed: 2 hours

Information

- There are 4 questions in this examination.
 - Total marks available: 100
 - All questions carry equal marks.
 - The businesses described in this question paper are entirely fictitious.
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Instructions

- Do **not** open this paper until you are told to do so by the supervisor.
 - Answer **all questions**.
 - You should spend the first **10 minutes** reading through the tasks and making notes.
 - Write your answers in blue or black ink/ballpoint. You can only use pencil for graphs, charts, diagrams, etc.
 - Please ensure your answers are written clearly.
 - All answers must be correctly numbered but need not be in numerical order.
 - Use appropriate business and commercial language.
 - You may use an English or bilingual dictionary.
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QUESTION 1

You are employed as a Human Resources Assistant at Mandeville Computer Services, an international company. You have been asked to give a presentation to some new trainees who will start working next week.

Task

Write some bullet points that you will use to prepare your presentation. In your notes you should:

- (a) (i) Identify and describe the sector in which Mandeville Computer Services' business activity would be classified. (3 marks)
- (ii) Define the term **global market**. (3 marks)
- (iii) Explain **two** ways in which operating in the global market will affect Mandeville Computer Services. (4 marks)
- (b) (i) Describe **two** of the responsibilities the management of Mandeville Computer Services has towards its employees. (4 marks)
- (ii) Describe the roles of **two** of the main stakeholders (other than employees) in Mandeville Computer Services. (6 marks)
- (c) The mission statement of Mandeville Computer Services is "*to design and deliver efficient and reliable computer networks to all our customers*".
- (i) Explain the meaning of the term **mission statement**. (2 marks)
- (ii) Explain how business objectives differ from a mission statement. (3 marks)

(Total 25 marks)

QUESTION 2

You have recently completed a work experience placement in the Sales and Marketing Department at Fashiontots plc, a public limited company located in an expensive area in London,. The company designs and manufactures children's clothing. Its main customers are retail chain stores.

Task

Write short paragraphs to form the basis of a report for your employer.

- (a) Describe **two** factors that may have affected where Fashiontots plc is located. (4 marks)
- (b) (i) Describe **two** main features of a public limited company. (4 marks)
- (ii) State **three** advantages to Fashiontots plc of being a public limited company. (3 marks)
- (iii) Identify **two** main types of leadership roles you would expect to find in this type of business. (2 marks)
- (iv) State **two** advantages to the management of Fashiontots plc of having an organisational chart. (2 marks)
- (c) (i) State **two** of the functions of the Sales and Marketing Department at Fashiontots plc. (2 marks)
- (ii) Explain **two** ways in which the Sales and Marketing Department contributes to the achievement of the company's objectives such as growth and profit. (4 marks)
- (d) Explain how the development of ICT (Information Communications Technology) has affected business communication **within** a business such as Fashiontots plc. (4 marks)

(Total 25 marks)

QUESTION 3

You work in the Finance Department of Dova Ltd, a management consultancy firm.

Your company has been awarded a grant to produce a series of fact sheets aimed at young people who are considering starting their own businesses.

Task

Write a set of notes as preparation work for one of the fact sheets.

- (a) (i) Explain what is meant by a business. (2 marks)
- (ii) State **two** qualities an entrepreneur needs to be successful in business. (2 marks)
- (iii) List the **four** factors needed to produce goods and services. (4 marks)
- (b) (i) State **two** advantages of starting a small business. (2 marks)
- (ii) State **two** disadvantages of starting a small business. (2 marks)
- (c) (i) Explain **two** uses of finance in a small business. (4 marks)
- (ii) Explain how a commercial bank may help a person wishing to set up a small business. (4 marks)
- (iii) Explain why it is important for a small business to have insurance. (3 marks)
- (d) Identify **two** ways in which a small business may grow. (2 marks)

(Total 25 marks)

QUESTION 4

You have been invited for an interview for the post of a Junior Administrative Assistant (Customer Services) at Eastprice Stores Ltd. The company operates a chain of supermarkets specialising in Asian foods.

Task

Write a set of notes on topics concerning customer service and business communication to help you to prepare for your interview. Your notes should:

- (a) Explain why customers are important to the business. (4 marks)
- (b) (i) Define the term **customer service**. (3 marks)
- (ii) Explain why good customer service is important to a supermarket business such as Eastprice Stores Ltd. (4 marks)
- (iii) Identify **two** ways of monitoring customer service. (2 marks)
- (c) (i) Explain what is meant by the term **public image**. (2 marks)
- (ii) Describe **five** ways in which an individual employee can help to promote a good public image for a business such as Eastprice Stores. (5 marks)
- (d) (i) Explain why effective business communication within Eastprice Stores Ltd is important. (3 marks)
- (ii) State **two** methods of communication that may be used within Eastprice Stores Ltd. (2 marks)

(Total 25 marks)