

CARIBBEAN EXAMINATIONS COUNCIL

CARIBBEAN SECONDARY EDUCATION CERTIFICATE®  
EXAMINATION

07 JANUARY 2020 (a.m.)



FILL IN ALL THE INFORMATION REQUESTED CLEARLY IN CAPITAL LETTERS.

TEST CODE 

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SUBJECT PRINCIPLES OF BUSINESS – Paper 02

PROFICIENCY GENERAL

REGISTRATION NUMBER

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SCHOOL/CENTRE NUMBER

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NAME OF SCHOOL/CENTRE


CANDIDATE'S FULL NAME (FIRST, MIDDLE, LAST)


DATE OF BIRTH

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FORM TP 2020031



TEST CODE **01240020**

JANUARY 2020

CARIBBEAN EXAMINATIONS COUNCIL

CARIBBEAN SECONDARY EDUCATION CERTIFICATE®  
EXAMINATION

PRINCIPLES OF BUSINESS

Paper 02 – General Proficiency

*2 hours*

**READ THE FOLLOWING INSTRUCTIONS CAREFULLY.**

1. This paper consists of FIVE questions. Answer ALL questions.
2. Write your answers in the spaces provided in this answer booklet.
3. Do NOT write in the margins.
4. You are advised to take some time to read through the paper and plan your answers.
5. If you need to rewrite any answer and there is not enough space to do so on the original page, you must use the extra lined page(s) provided at the back of this booklet. **Remember to draw a line through your original answer.**
6. **If you use the extra page(s) you MUST write the question number clearly in the box provided at the top of the extra page(s) and, where relevant, include the question part beside the answer.**

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01240020/J/CSEC 2020



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Answer ALL questions.

1. (a) Outline TWO functions of management.

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(4 marks)

(b) List FOUR characteristics of a good leader.

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(4 marks)



(c) (i) Define the term 'teamwork'.

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(2 marks)

(ii) State FOUR guidelines, **other than teamwork**, for the conduct of good relations between management and employees in the workplace.

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(4 marks)

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(d) The Principal of Hillside High School is concerned about the high levels of lateness and absenteeism among students. She is considering adopting either an autocratic or participatory approach to solving these issues.

(i) Explain how the principal could use an autocratic approach to address the issues.

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**(3 marks)**

(ii) Explain how the principal could use a participatory approach to address the issues.

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**(3 marks)**

**Total 20 marks**



2. (a) Define the term 'entrepreneur'.

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(2 marks)

(b) List FOUR characteristics of a typical entrepreneur.

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(4 marks)

(c) Describe TWO roles of an entrepreneur.

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(4 marks)

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3. (a) Define EACH of the following terms and state ONE example of EACH:

(i) Market (as it relates to marketing)

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(3 marks)

(ii) Marketing

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(3 marks)

(b) State TWO benefits of the packaging of products.

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(2 marks)

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- (c) List THREE different forms of advertising and state the purpose of EACH form.

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**(6 marks)**

- (d) (i) Explain the importance of ONE of the elements of the 'marketing mix'.

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**(3 marks)**

- (ii) Explain ONE factor that would influence a consumer to buy a particular brand of product.

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**(3 marks)**

**Total 20 marks**

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4. (a) For EACH of the following Caribbean countries listed in the table below, identify ONE natural resource and its related industry.

Caribbean Country	Natural Resource	Related Industry
Jamaica		
Guyana		

(4 marks)

- (b) (i) State FOUR reasons why tourists visit the Caribbean.

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(4 marks)

- (ii) Briefly explain ONE way in which Caribbean nationals or their governments could contribute to the improvement of their tourism products.

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(2 marks)

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5. (a) (i) List FOUR indicators of a country's standard of living.

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(4 marks)

(ii) List FOUR indicators of a country's quality of life.

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(4 marks)

(b) Differentiate between 'economic growth' and 'economic development'.

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(4 marks)

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## CANDIDATE'S RECEIPT

### INSTRUCTIONS TO CANDIDATE:

1. Fill in all the information requested clearly in capital letters.

TEST CODE: 

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SUBJECT: PRINCIPLES OF BUSINESS – Paper 02

PROFICIENCY: GENERAL

REGISTRATION NUMBER: 

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FULL NAME: \_\_\_\_\_  
(BLOCK LETTERS)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

2. Ensure that this slip is detached by the Supervisor or Invigilator and given to you when you hand in this booklet.
3. Keep it in a safe place until you have received your results.

### INSTRUCTION TO SUPERVISOR/INVIGILATOR:

Sign the declaration below, detach this slip and hand it to the candidate as his/her receipt for this booklet collected by you.

I hereby acknowledge receipt of the candidate's booklet for the examination stated above.

Signature: \_\_\_\_\_  
Supervisor/Invigilator

Date: \_\_\_\_\_

