CARIBBEAN EXAMINATIONS COUNCIL

CARIBBEAN SECONDARY EDUCATION CERTIFICATE® EXAMINATION

11 JANUARY 2022 (a.m.)



FILL IN ALL THE	INFORMATION REC	UESTED CLEARI	LY IN CAPITAL	LETTERS.
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SUBJECT PRINCIPLES OF BUSINESS - Paper 02

PROFICIENCY GENERAL

REGISTRATION NUMBER

SCHOOL/CENTRE NUMBER

NAME OF SCHOOL/CENTRE

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

DATE OF BIRTH



SIGNATURE ____







FORM TP 2022031



TEST CODE **01240020**

JANUARY 2022

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.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

Answer ALL questions.

1.	Jane opera	studied Principles of Business while attending high school and was inspired to own and ate a business in her community.
	(a)	State FOUR reasons why Jane would want to establish her own business.
		Valueshors terminal – 10 taget
		WEND THE FOLLOWING INSTRUCTION & CAREFILLAN
		(4 marks)
	(b)	List THREE characteristics Jane would need to possess in order to become a successful entrepreneur.
		averas Romanda da la complexación de la complexació
		(3 marks)
	(c)	State THREE reasons why Jane should conduct a feasibility study prior to establishing her business.
		(3 marks)

GO ON TO THE NEXT PAGE





(d)	State ONE role of any TWO stakeholders that will be involved in Jane's business.
	(4 marks)
(e)	Explain TWO ways in which Jane's business could contribute to the social and economic development of her country.
	motificingen pesition(4 (ii))
	(6 marks)

Total 20 marks

2. (a)	State THREE reasons why it is important for a firm to have proper docume of its business transactions.	entation in all
		•••••

		••••••
		(3 marks)
(b)	Outline the purpose of EACH of the following types of business documents	ş.
	(i) Pro forma invoice	
		••••••
		(2 marks)
	(ii) Purchase requisition	
		(2 marks)





List THREE types of non-life insurance policies.	(c)
(3 marks)	
Describe TWO principles upon which insurance is based.	(d)
(4 marks)	

(e)	Explain I WO ways in which insurance could be used to lower the risks associated with business.
	<u>/</u>
	(6 marks)
	Total 20 marks

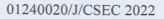




(i) Define the term 'public relations'.	(i)	(a)	3.
(2 marks			
(ii) Identify TWO types of public relations activities that are popular in the Caribbean	(ii)		
(2 marks)			
Outline TWO ways in which the public relations activities of a firm could benefit communities.		(b)	

	•••••		
(4 marks			

(c)	Describe THREE factors that influence consumer behaviour.			
			••••••••••	•••••
		•••••		
				•••••
		••••••	••••••	
			(6 ma	

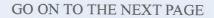






(d)	Explain TWO ways in which a government can protect consumers through its consumer organizations.
	(6 marks)

Total 20 marks



4. (a)	Define	EACH of the fo	llowing ter	ms.			
	(i)	Logistics					
							•••••
		***************************************		***************************************		***************************************	
				***************************************			(2 marks)
	(ii)	Supply chain o	perations				
		***************************************	***************************************	***************************************	•••••		
		***************************************	••••••••••	***************************************	•••••		•••••
		***************************************					•••••
		***************************************					(2 mayles)
4.5							(2 marks)
(b)	State	TWO differences	between a	'bill of lading' a	nd an 'airway	bill'.	
		••••			***************************************		
	*********				•••••••••••	••••••	
	********		••••••••		••••••	•••••	•••••
	•••••						(4 marks)





	THREE roles of transportation in the marketing of goods.	Outline TI	(c)
	Account manners	***************************************	
***************************************		***************************************	

•••••		***************************************	
••••••			

		•••••	

(6 marks)			

(d)	Explain TWO problems an agricultural firm may face when distributing bananas from the Caribbean to the USA.
	(6 marks)
	Total 20 marks





<i>E</i> ()		
5. (a)	(i) State TWO functions of the Caribbean Community (CARICOM).	

		(2 marks)
	(ii) State TWO benefits Caribbean countries may enjoy as members of C	CARICOM.
		•••••
	Listens Muse manageleash was seen as a second as a second of the pulling.	••••••••••
		••••••
		(2 marks)
(b)	Define the term 'foreign direct investment' (FDI).	(= 2202 220)

		••••••
		••••••
		(2 marks)

	state FOOR reasons why foreign businesses may be willing to invest in the Caribbean region.
sm St	
OOMAD h	
	(A maguilla)
	(4 marks)
(d)	Outline TWO ways in which human resource development could assist in reducing the economic problems of CARICOM countries.
non fit	
	(d)
	(4 marks)



(e)	Explain TWO ways in which a local shoe manufacturing firm can use technology to boost its production levels.
	(6 marks)

END OF TEST

IF YOU FINISH BEFORE TIME IS CALLED, CHECK YOUR WORK ON THIS TEST.

Total 20 marks

EXTRA SPACE

If you use this ex	xtra page, you mic	osi wine i	ne question nu	mber clearly in	the box provided.
Question No.					
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CANDIDATE'S RECEIPT

INSTRUCTIONS TO CANDIDATE:

1.	Fill in all the information requested clearly in capital letters.
	TEST CODE: 0 1 2 4 0 0 2 0
	SUBJECT: PRINCIPLES OF BUSINESS – Paper 02
	PROFICIENCY: GENERAL
	REGISTRATION NUMBER:
	FULL NAME:(BLOCK LETTERS)
	Signature:
	Date:
3.	Keep it in a safe place until you have received your results.
	INSTRUCTION TO SUPERVISOR/INVIGILATOR:
	the declaration below, detach this slip and hand it to the candidate as his/her receipt for this booklet ected by you.
I he	reby acknowledge receipt of the candidate's booklet for the examination stated above.
	Signature:
	Signature:Supervisor/Invigilator
	Date:



