

CARIBBEAN EXAMINATIONS COUNCIL

CARIBBEAN SECONDARY EDUCATION CERTIFICATE®  
EXAMINATION

23 MAY 2019 (a.m.)



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SUBJECT PRINCIPLES OF BUSINESS – Paper 02

PROFICIENCY GENERAL

REGISTRATION NUMBER 

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SCHOOL/CENTRE NUMBER  

--	--	--	--	--	--

NAME OF SCHOOL/CENTRE  

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

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DATE OF BIRTH 

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SIGNATURE \_\_\_\_\_

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FORM TP 2019109



TEST CODE 01240020

MAY/JUNE 2019

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/MJ/CSEC 2019



**ANSWER ALL QUESTIONS**

1. (a) (i) Define the term 'stakeholder' as it relates to a business.

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**(2 marks)**

(ii) Identify TWO stakeholders who are involved in a business.

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**(2 marks)**

(b) Outline ONE function of EACH of the stakeholders identified in (a) (ii).

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**(4 marks)**

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(c) Describe ONE activity that may be carried out in EACH of the following functional areas of a business.

(i) Marketing

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(ii) Finance

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(iii) Personnel/human resources (HR)

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**(6 marks)**

0003





2. (a) (i) State TWO functions of management in a business organization.

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**(2 marks)**

(ii) Describe EACH function stated in (a) (i).

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**(4 marks)**



(b) State TWO responsibilities of management to EACH of the following groups.

(i) Employees

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(ii) Government

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**(4 marks)**

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

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**(2 marks)**

(ii) State ONE advantage and ONE disadvantage of teamwork within an organization.

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**(2 marks)**







3. (a) (i) Define the term 'production'.

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(2 marks)

(ii) Identify TWO factors of production, **other than capital**, used in the manufacture of goods and provision of services.

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(2 marks)

(b) (i) Define the term 'capital'.

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(2 marks)

(ii) Differentiate between 'fixed capital' and 'working capital' and give an example of EACH type.

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(4 marks)

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4. (a) Outline TWO functions of consumer organizations.

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**(4 marks)**

(b) Outline TWO benefits of good customer service.

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**(4 marks)**



(c) Describe EACH of the following forms of customer service.

(i) Warranties

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(ii) Toll free numbers/toll free call centres

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(iii) Suggestion boxes

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**(6 marks)**

412

0003





5. (a) Define the term 'information and communications technology' (ICT).

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**(2 marks)**

(b) Describe ONE way in which computer-aided design (CAD) is used in a business organization.

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**(2 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: \_\_\_\_\_

