

A photograph of several students sitting at a table, looking at papers and talking to each other. The image is partially obscured by green and teal geometric shapes.

FOUNDATION CERTIFICATE

SAMPLE EXAMINATION PAPER

INTRODUCTION TO BUSINESS STUDIES

Instructions to candidates:

- a) Time allowed: Three hours**
- b) Answer any FIVE questions**
- c) All questions carry equal marks.**

1. Distinguish between partnership and sole trader and summarise the benefits and limitations of each option
2. Explain what you understand by the term 'marketing mix' and write notes on each element of the marketing mix
3. Identify the benefits of market research to business organisations and describe the key activities associated with market research
4. Compare two types of production of your choice and explain their main characteristics
5. What are the key factors you would consider in the selection of new staff for a rapidly expanding commercial organisation
6. Describe the reasons for mergers and takeovers and discuss the factors that could affect the success of each option
7. Write notes on three of the following:
 - a) Breakeven point
 - b) Sources of finance
 - c) Stock control
 - d) Inflation
8. Explain the main activities associated with the purchasing function of a business and provide examples to support your explanations