

POB P2 - January 2024

Question 1

- (a)(i) Define the term stakeholder as it relates to a business. [2]
- (ii) Identify TWO stakeholders that are involved in a business. (2)
- (iii) Outline ONE role of ONE of the stakeholders identified in (a) (ii) above. [2]
- (b) Describe TWO functional areas of a business. [4]
- (c) List FOUR ethical or legal principles that business owners should adopt when establishing and operating a business. [4]
- (d) Explain the likely consequences of failing to comply with any TWO of the ethical principles listed in (c) above. [6]

Question 2

- (a)(i) Define the term 'feasibility study'. [2]
- (ii) State TWO reasons why it is important to conduct a feasibility study. [2]
- (iii) Identify ONE primary source and TWO secondary sources of information used in conducting business research. [3]
- (b) Outline TWO reasons why planning is necessary for the successful operation of a business. [4]
- (c) State THREE measures or laws put in place by Caribbean governments for the protection of consumers. [3]
- (d) Jomo is planning to open a barber shop. Explain TWO factors that Jomo should consider when deciding on the location of his business. [6]

Question 3

- (a) List FOUR functions of consumer organizations. [4]
- (b) Corporate businesses are paying more attention to customer service. Outline TWO roles of customer service. [4]
- (c) Describe EACH of the following forms of customer service:
 - (i) Warranty [2]
 - (ii) Online chat [2]
 - (iii) After-sales service [2]
- (d)(i) Leon has created a unique line of natural skin care products which includes soaps and lotions. He is preparing to launch his product line at a small business expo. Explain to Leon the importance of obtaining a trademark for his new line of products. [3]
- (ii) Vashti wrote a children's novel and is about to have it published. Explain to Vashti the importance of obtaining the copyright for her novel. [3]

Question 4

- (a) List FOUR activities involved in supply chain operations. [4]
- (b)(i) State TWO advantages of supply chain operations. [2]
- (ii) State TWO challenges associated with supply chain operations. [2]
- (c) Outline how THREE forms of technology have impacted supply chain operations. [6]
- (d) The directors of Tropical Grove Ltd are extremely excited to introduce a new soft drink to the market. They are optimistic that they will have a competitive advantage over similar producers. Explain TWO benefits that Tropical Grove Ltd could gain by outsourcing some of its operations to gain a competitive advantage. [6]

Question 5

- (a) Identify TWO direct taxes and TWO indirect taxes charged by the government of a country. [4]
- (b) Outline THREE measures that could be taken by regional governments to influence their citizens to protect the natural environment. [6]
- (c) State FOUR responsibilities of Caribbean governments to their citizens, other than the protection of the environment. [4]
- (d) Caribbean governments have experienced ongoing challenges in the provision of quality healthcare services within their countries. Identify TWO of these healthcare challenges and advise the government of your country on how EACH challenge could be resolved. [6]