

- 1 (a) Identify and explain **two** possible reasons why Thao and Liang have set 'excellent customer service' as the main business objective.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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(b) Consider the effects on FF of the following **three** legal controls which are being introduced next year. Which legal control do you think will have the biggest effect on FF? Justify your answer.

Health and safety training now required for all employees:

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Increase of 20% in the legal minimum wage:

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Protection from unfair dismissal now applies to employees who have been employed for only 6 months instead of 2 years:

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Conclusion:

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[12]

2 (a) Identify and explain **two** possible benefits to FF from changes in IT. See Appendix 1.

Benefit 1:

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Explanation:

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Benefit 2:

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Explanation:

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(b) To expand, FF needs to attract new customers. Consider the following **three** methods of market research. Which method do you think will be most effective in identifying the needs of potential customers? Justify your answer.

Secondary research on weddings:

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Questionnaires given out at wedding dress shops:

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Interviews with photographers from other parts of the country:

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Conclusion:

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[12]

- 3 (a) Identify **four** stakeholder groups who would want to see FF's accounts and explain **why** each group would want to see them.

Stakeholder group 1:

Explanation:

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Stakeholder group 2:

Explanation:

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Stakeholder group 3:

Explanation:

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Stakeholder group 4:

Explanation:

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- 4 (a) The Government has increased interest rates to reduce inflation. Identify and explain **two** ways an increase in interest rates might affect FF.

Way 1:

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Explanation:

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Way 2:

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Explanation:

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