

## Level 3 Cambridge Technical in Business 05834/05835/05836/05837/05878

### Unit 1: The business environment

#### INSERT

**Tuesday 10 January 2017 – Afternoon**

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## Pre-release research brief

You should carry out your own research on the themes given in this research brief. You are advised to research a number of different types of business. Your research will help you prepare for your examination.

Your research is only for your own use. You must not bring your notes into the examination. A clean copy of this research brief will be provided in the examination.

### In your research you should consider the following themes:

- Conflict between a business and its local residents.
- The diversity of business aims.
- Why planning is fundamental to successful business expansion.
- The evolving role of customer service in business.
- Factors which affect the internal communications of a business.

The questions in Section B of the examination will require you to draw on the knowledge and understanding which you have gained when researching these themes.

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