

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878

Unit 1: The business environment

INSERT

Friday 18 May 2018 – Morning



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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:

- The key activities of the marketing function.
- How functional areas can work together to benefit a business.
- The importance of employee protection legislation.
- How the environmental profile of a business can be improved.
- The organisation of a business by geographic location.

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

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