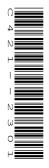


Monday 9 January 2023 - Afternoon

Level 3 Cambridge Technical in Business

05834/05835/05836/05837/05878 Unit 1: The business environment

INSERT



INSTRUCTIONS

• Do not send this Insert for marking. Keep it in the centre or recycle it.

INFORMATION

- This Insert contains the pre-release material that you have already seen.
- This document has 2 pages.

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.

- Working as a marketing assistant.
- Short-term sources of finance and their impact on the business.
- Meeting the needs of external stakeholders.
- · The ever-increasing importance of sustainability.
- SWOT analysis in practice.

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.



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.