



12 Pages

1. Please give the information requested in the boxes below.
2. Enter your name in the space provided to the right, fold over and seal down (using the label provided) to hide your name.
3. The answers must be legibly written. The Examiners can either ignore illegible script or have it typed and the expense of typing charged to the candidate.
4. Write your answers in ink.
5. Begin each answer on a fresh page. Do all rough work in the answer book and cross it through.
6. No part of this book is to be torn out; it must be handed in complete.
7. If more books than one are used, fasten them together using the tags available from the invigilator(s).
8. **Every book must be handed in. In no circumstances may answer books, used or unused, be taken out of the examination venue.**

1	Student Number	2239621
2	Title of Examination Paper	G13E
3	Module Code	LC13B-4005
4	Date and Time of Examination	10-30 12-30
5	Examination Venue	
6	Seat Number	
7	Number of Answer Books handed in	

(Gweler yr ochr arall am y fersiwn Cymraeg)

[illegible]

FORENAME(S): ALAN

1	Rhif Myfyriwr	XX39681	613 E.	LC13B4005	23.07.23 10:30 ~ 11:30	5	6	7
2	Teitl y Papur							
3	Cod y Modwl							
4	Dyddiad ac Amser yr Archoliad							
5	Lleoliad yr Arholiad							
6	Rhif Sedd							
7	Nifer y Llyfrau Atebion a gyflwynwyd							

(See the other side for English version)

1. Rhaid i'r atebion fod mewn llawysgriften ddarllenadwy. Gall yr Arholwyr naill ai anwybyddu sgrïpt annarllenadwy, neu drefnu iddi gael ei theipio a chael yr ymgeisydd i dalu.
2. Rhaid dychwelyd pob llyfr. Ni chaniateir mynd â llyfrau atebion, wedi eu defnyddio neu heb eu defnyddio, allan o'r lleoliad arholi o dan unrhyw amgylchiadau.
3. Os defnyddir mwy nag un llyfr, rhwymwch hwy gyda'i gilydd gan ddefnyddio'r tagiau sydd ar gael oddi wrth y gwyllwyr/gwyllwyr.
4. Ni ddylid rhwgo unrhyw ran o'r llyfr hwn; rhaid ei gyflwyno yn gyfan.
5. Dechreuwch bob ateb ar dudalen newydd. Gwnewch unrhyw ftras nodiadau yn y llyfr atebion a thynnu llinell drwyddynt.
6. Ysgrifennwch eich atebion mewn inc.

1. Rhwch yr holl wybodaeth y gofynnir amdani yn y blychau isod.
2. Rhwch eich enw yn y lle a ddarparwyd ar y dde, pigwch et a'i seilio i lawr (gan ddefnyddio'r label a ddarparwyd) i guddio'ch enw.

Cyfarwyddiadau i Ymgeiswyr

12 Tüdalen

Llyfr Atebion Arholiadau



Prifysgol Cymru
Y Prifddod Dewi Sant
University of Wales
Trinity Saint David

Llenwch, plygwh a seliwh
(gweler nodyn 2 isod)

CYFENW:

ENW(AU) CYNTAF:

PART A

1. - (b) ✓

2. - (b) ✓

3. - (b) ✓

4. - (d) ✓

5. - (a) ✓

6. - (b) ✓

7. - (c) ✗

8. - (c) ✓

9. - (a) ✓

10. - (b) ✓

(18/20)

PART B1. a

Corporate social responsibility
when the company/business
have/s social-responsible and
works for good of community,
give less wastage, less pollution,
donation/charity. etc.

advantage

- low prices ✓
- good quality of product? ✓
- more customers ✓

(6/11)

disadvantage

- less customers ✓
- less profit ✓
- more taxes ✓

1. b

Business Environment.

All factors that could affect
the business positively or
negatively (political, social, environment,
economy, technology, legal.)

internal

- management ✓
- conflicts ✓

(6/10)

external

- disasters ?
- wars ?
- PESTEL ✓

2 a.

GDP - is all the goods and services produced by the residents (country) in a period of 1 year.

(1/10) GNP - its include Gross domestic product (GDP) + any income earned by residents from their overseas investments, minus income earned within domestic economy by overseas residents.

(12/10)

2. b.

The different sociocultural factors that can affect the business environment are:

- religion (multireligious region)
- demographics
- language
- traditions
- behavior.

(6/10)

3. a

Elasticity is:

The change in behaviours of customers or businesses. ~~X~~
 The product can be called elastic when the increase of price does not effect the consumer (fixed) ~~X~~
 And it can be called inelastic when is affect it (ex. cars) ~~X~~

3 b

Market failure.

is happening when the quantity of supply is not equal with the demand. ~~X~~

The causes of market failure can be:

- distribution of raw materials ~~X~~
- international conflicts ~~X~~
- political conflicts ~~X~~
- legal obstacles ~~X~~
- Taxation regulation ~~X~~

4.a

International trade:
~~is the sum of all~~
 Exchange of goods and services between the countries and regions.

The organisations engage in international trade because it is offering an alternative for a long term.

Another examples are:

- grow brand
- free market
- more money
- different culture
- more raw materials
- expand of the company.

(7/10)

(14/20)

4.b Political environment:

All kind of regulations, laws, directives, policies, and rules that can affect the people and business.

The aspect of business functions that are affected by gov. decisions are:

- economical (taxation, border)
- labour forces (ex. BREXIT)
- environment (pollution)
- import - export.

(7/10)

Question No.		Examiner Only		Question No.		Examiner Only	