

# People, technology, trade and the planet: the wider forces on business

A Level 6.1.3 Social · 6.1.4 Technological · 6.1.5 Competitors and suppliers · 6.1.6 International · 6.1.7 Environmental

Dr Moaz Tariq · Cambridge International AS & A Level Business 9609

Running case: Nexa Refill, Pakistan · 60 minutes

# How this topic is examined

## Paper 3 · Decision-making · 60 marks · 1 h 45

Analyse two impacts of suppliers... [8]

Analyse two advantages of an environmental audit [8]

Calculate from audit or cost data [2]–[4]

Evaluate the likely impact of... [12]

## Paper 4 · Business strategy · 40 marks · 1 h 15

Evaluate the advantages and disadvantages... [20]

Advise... on CSR or sustainability strategy [20]

Weigh stakeholders, then advise

Judgement on strategy, in context

## Typical questions on this topic

Analyse two impacts on [business] of operating in a market with many competitors. [8]

Analyse one advantage and one disadvantage of the changing role of IT. [8]

Analyse two advantages to [business] of using an environmental audit. [8]

Evaluate the likely impact on [business] of the arrival of a multinational. [12]

Advise [business] on the importance of CSR to its future strategy. [20]

# By the end of this lecture you can...

- 1 Evaluate CSR, social audits and pressure groups.
- 2 Analyse the impact of demographic and technological change.
- 3 Explain how competitors and suppliers shape decisions.
- 4 Analyse trade links, trade agreements and technology in trade.
- 5 Weigh the effects of multinationals on a country.
- 6 Use an environmental audit and judge sustainability decisions.

END OF PREVIEW

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