1. Which of the following functional areas of a business is **most** likely to be responsible for producing a radio advertisement to raise awareness of its new product?
2. Customer service
3. Marketing
4. Operations
5. Sales **[1]**
6. The Business Support Services function of a large company is **most** likely to support the purchasing function by:
7. Installing new presentation software
8. Producing a template letter for customer complaints
9. Updating the company’s e-commerce website
10. Upgrading a database of suppliers **[1]**
11. The actions of one functional area in a business are likely to impact on other functional areas in the same business.

* Explain how the action of one functional area has impacted on another functional area in a business that you have researched.
* Name of business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Activity of business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Business scenario: Convenience Corner**

* Kirsten Halliburn is a sole trader. She owns Convenience Corner, an independent general store located in the centre of a large housing estate. Kirsten has owned the store for over 20 years. She relies on the profit it makes to support herself and her family.
* The store sells a range of fresh, frozen and packaged foods. It also sells toiletries, household cleaning products, pet food, greetings cards and newspapers. Even though space is severely limited, Kirsten manages to stock a small selection of vegetarian, international and organic foods to cater for local demand. Kirsten believes that meeting customer needs is the key to business success. Kirsten, therefore, likes to keep the store’s closing times flexible. While there is a steady flow of customers, the store remains open. The store frequently remains open throughout bank holiday periods.
* Convenience Corner currently employs six sales assistants, all under the age of 25. Depending on the time of day and how busy the store is, two or three members of staff are required to work at any one time. Kirsten has a good working relationship with her staff. All of the staff are contracted to work a 40 hour week, on a rota over different days and trading times. At weekends, and other busy periods, Kirsten expects the sales assistants to work additional hours as necessary, at very short notice, often through the night. In the past, the sales assistants have sometimes worked 60 hours a week, without complaint.

1. Explain one benefit to Kirsten of having good working relationships with the sales assistants.

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