



MINISTRY OF EDUCATION, SINGAPORE
in collaboration with
CAMBRIDGE INTERNATIONAL EDUCATION
Secondary Education Certificate

G1 ELEMENTS OF BUSINESS SKILLS

K129/02

Paper 2 Coursework

For examination from 2027

SPECIMEN PAPER



No additional materials are needed.

INSTRUCTIONS

- Answer **all** tasks.
- The total curriculum time allocated for this coursework is 20 hours over 10 to 14 weeks under supervised conditions.
- At the end of each coursework session, submit all information gathered and your answers to the tasks to your teacher for safekeeping.
- You are responsible for organising all the information you have gathered and for providing the answers to the tasks in PDF format for final submission.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each task is shown in brackets [].

This document has **12** pages. Any blank pages are indicated.



Business investigation

A business needs to improve its marketing mix, in response to competition and trends, so that the business continues to attract its target customers.

You are required to investigate a business of your choice from **retail** industry. The business must have a physical location in Singapore that customers can go to.

Information gathered in Task 1 will support your answers in Tasks 2 to 5. You will produce a report to write your answers to Tasks 2 to 5. You are required to cross-reference the information sources used in your answers.

Read **all** tasks before you begin Task 1.

Task 1: Information gathering

- 1** Name your chosen business and state its physical location.

Based on requirements in Tasks 2 to 5, provide relevant information about your business from **two primary** and a **variety of secondary** sources on:

- the nature of the business and its customers
- its marketing mix and customer service
- competition and trend affecting the business.

- (a)** Examples of **primary** sources are:

- survey questionnaires and results
- observation notes
- photographs from onsite observations of the business/competition.

[8]

- (b)** Examples of **secondary** sources are:

- the business's own website and/or social media
- other related websites or online reviews
- brochures, printed advertisements
- newspapers, magazines and other printed materials.

[8]

Task 2: Nature of the business and its customers**2 Based on the information you gathered in Task 1:**

- (a)** Describe the nature of the business.

You may include, for example:

- what type of business it is within the industry
- what are its main categories of products
- what the business is best known for
- how many outlets it has in Singapore/globally.

[8]

- (b)** Describe the types of customers the business attracts, and describe the needs and wants of these customers.

You may include, for example:

- types of customers according to their age, gender, occupation, income, lifestyle, geographical location, etc.
- the needs and wants of these customers that the business helps to satisfy.

[8]

Task 3: Marketing mix and customer service of the business**3 Based on the information you gathered in Task 1:**

- (a)** Explain how the marketing mix is used by the business to meet its customers' needs and wants.

You may include, for example:

- product – what the business offers and how attractive it is to customers
- price – techniques used by the business and how they appeal to customers
- place – how/where customers in Singapore can buy the products
- promotion – techniques used by the business and how they appeal to customers.

[8]

- (b)** Explain how the business has provided customer service, giving examples of good and/or poor service.

You may include, for example, how customer service is provided when the business's staff:

- approach customers
- present product information to customers
- close the customer experience
- provide support services
- perform service recovery.

[8]

Task 4: Competition and trend in the service industry

4 Based on the information you gathered in Task 1:

- (a) Describe competition and a trend that the business might need to be aware of.

You may include, for example:

- a competitor of the business and what it offers to customers
- a changing customer expectation and/or technological development.

[8]

- (b) Explain how competition and a trend might affect the customer experience provided by the business.

You may include, for example:

- how customer experience might or might not change in response to competition
- how customer experience might or might not change in response to a changing customer expectation and/or technological development.

[8]

Task 5: Decision-making and recommendation

5 Based on everything you now know about your chosen business:

- (a) Make **two** suggestions to improve the marketing mix of the business. Support your suggestions with reasons from your findings in Tasks 1 to 4.

In making your suggestions you may include, for example:

- different aspects of the marketing mix to improve
- how to improve these aspects of the marketing mix
- reasons for these improvements based on your findings from Tasks 1 to 4.

[8]

- (b) Recommend which **one** of the two improvements suggested in 5(a) that the business should adopt. Consider the impact this recommendation might have on the business and on its customers.

In making your recommendation you may include, for example:

- the different ways in which this recommendation will affect the business
- how the business's customers will be affected by this recommendation.

[8]

Templates for gathering, collating, interpreting and analysing primary sources

The following three templates are to help you gather, collate, interpret and analyse information from primary sources about your chosen business. It is recommended that you modify them to suit your business specifically. You may choose to add questions to the questionnaire, particularly questions about the tasks you have to respond to in your written report. Completed templates must be submitted under Task 1 of your coursework submission.

Template A: Observation notes

You may use this template to gather information on the target customers of your chosen business and the customer service provided by the business.

Template B1: Survey questionnaire

You may use this template to conduct a market survey to find out customers' views of your chosen business.

You will need to fill in and customise parts of this questionnaire before it can be used. For example, you need to write in the name of the business you have chosen to investigate and decide which products you are going to ask customers about.

Your teacher must endorse your questionnaire before you use it to survey customers.

Template B2: Collation, interpretation and analysis of survey

You may use this template to help you to collate, interpret and analyse the information gathered from your survey questionnaire.

There are also some questions on the template that are designed to help you interpret the information gathered during the market survey.

Template A – Observation notes

Name of business	
Address of business	
Date of observation	Time of observation
Types of customers	<ul style="list-style-type: none"> • Who are the different customers you see? For example, age, gender • What are the customers doing? • How are they dressed? • What are they looking at? • What do they decide to buy?
How do the staff behave as the customers ...?	enter the business
	become familiar with the products
	ask them questions
	make a payment
	leave the business
Any other observations, for example how many different types of customers can you see? Do staff treat one type of customer differently from others?	

Template B1 – Survey questionnaire

Dear Sir/Madam

I am _____ Index no. _____

I am a Sec 4 student at _____ School. _____

I am carrying out a market survey for my SEC G1 Level coursework for the Elements of Business Skills subject. I would appreciate it if you could spare a few minutes to complete this questionnaire. Your responses will be kept confidential. None of the information you give in the survey can be used to identify you.

The business I am investigating is: _____

Thank you for your time.

Endorsement by teacher-in-charge:

Name _____ Signature _____ Date _____

1 How often have you bought/used the following products from the business?

product	never	seldom	occasionally	frequently
1				
2				
3				

2 How satisfied are you with the products provided by the business?

	very dissatisfied	dissatisfied	satisfied	very satisfied
quality				
variety				
value for money				

3 Please indicate with a tick (✓) where you normally buy these products from.

- a physical store
- business's own website/online store
- other website/online store
- other, please specify:

- 4 Please indicate with a tick (✓) where you have seen promotions by the business. You may tick more than one option.**

<input type="checkbox"/>	television/radio
<input type="checkbox"/>	newspapers/magazine
<input type="checkbox"/>	outdoor poster
<input type="checkbox"/>	online
<input type="checkbox"/>	social media
<input type="checkbox"/>	brochures/flyers
<input type="checkbox"/>	email/text from the business
<input type="checkbox"/>	other, please specify:
<input type="checkbox"/>	have not seen any promotion by the business

- 5 Please rate the customer service offered by the business. Circle your response.**

poor	fair	good	excellent
1	2	3	4

- 6 Please name one other business you buy the same/similar products from.**
-

- 7 Please indicate with a tick (✓) the three most important factors when you decide which business to buy these products from.**

factor	
product range available	
price	
promotion available, for example discount, gift-with-purchase	
place where product is available, for example close to home or work	
online purchase possible	
good customer service	
good support services	

Other, please specify

Thank you for completing this survey.

Template B2 – Collation, interpretation and analysis of survey

How many people did you survey?

Q1 How often have you bought/used the products from the business?

product	never	seldom	occasionally	frequently
1				
2				
3				

- Which was the most popular product? Why do you think so?
- Which was the least popular product? Why do you think so?

Q2 How satisfied are you with the products provided by the business?

	very dissatisfied	dissatisfied	satisfied	very satisfied
quality				
variety				
value for money				

- How many people thought the quality of the products was satisfactory?
- How many people thought the variety of products was satisfactory?
- How many people thought the products were good value for money?

Q3 Where do you normally buy these products from?

	a physical store	business's own website/online store	other website/online store	other (please specify)
number of responses				

- Which other place did people buy the product from?
- Which is the most popular place to buy the product from? Why do you think so?

Q4 Where have you seen promotions by the business?

	number of responses
television/radio	
newspapers/magazine	
outdoor poster	
online	
social media	
brochures/flyers	
email/text from the business	
other (please specify)	
have not seen any promotion by the business	

- What are the other promotions by the business?
- Where have people seen the most promotions?
- Where have people seen the least promotions?

Q5 Please rate the customer service offered by the business.

poor 1	fair 2	good 3	excellent 4

- How many people thought that the customer service of the business was good or excellent?
Why do you think so?
- How many people thought that the customer service of the business was poor/fair?
Why do you think so?

Q6 Please name one other business you buy the same/similar products from.

names of businesses given	

- Who are the competitors?
- What do they offer customers that your business does not?

Q7 What are the three most important factors when you decide which business to buy these products from?

factor	number of responses
product range available	
price	
promotion available, for example discount, gift-with-purchase	
place where product is available, for example close to home or work	
online purchase possible	
good customer service	
good support services	
other (please specify)	

- Which factor was most important to customers?
- What other factors did customers think important?

Conclusion

Which TWO improvements do you think would most improve the marketing mix of the business? Why?

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