

Candidate 1 evidence

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
1 (i)	
(ii)	
<p>The Public Public Sector is owned by the government and its aim is to provide a service, it is funded by taxation and some examples of it are: education, healthcare.</p>	<p>1 1/1 1 1 1 Max</p>
<p>Private sector includes businesses owned by entrepreneurs for example: sole trader, Partnership. They are funded by many sources of finance for example: loans and grants.</p>	<p>1 FM Max 4/4</p>
<p>b) Canine campus could use television advertising to increase awareness, this is a good method because it can reach a big audience however it can be quite expensive.</p>	<p>1 1</p>
<p>- Canine campus could use billboards to increase awareness, this is a good method because it will be in the view of everyone driving past, so it will be</p>	<p>1</p>

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recognised more however [some people might ignore it]

1

Canine campus could use social media to advertise the business, this is a good method because it is cheap and affordable, however [people can remove them from their feed.]

1

- Canine Campus could use radio advertising to raise awareness this is a good method because [it will reach the local area] where more people are likely to go to the business however [features like colour and other eye-catching things cannot be used.]

FM

FM

5/5

c) i) The donations are [increasing] each year

1

1/1

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
(ii)	- This [will give the business more money] to improve and expand.
d)	[Training can be expensive because some methods require professionals that need paid which means the business will have less money to reinvest]
	[Training can train the employees how to be better at their work which leads to higher quality of work] which means [reduced complaints]
	[Training can take the employees out of their workplace so they can learn better but this leads to slower production] because of missing employees ^{Rep} it [also leads to the business having to hire replacements]
	- [Employees might leave the business once they have been trained which means the money was wasted.]

1

1/1

1

1

1 dev

1

FM

FM

4/4

ENTER NUMBER OF QUESTION	DO NOT WRITE IN THIS MARGIN
e) (i)	[Employees]
	- [Volunteers]
(ii)	[Employees can influence the business
	by taking industrial action]
	which leads to slower production.
	[Volunteers can influence the business
	by not helping with day to day tasks]
	and [fundraising] which can lead to less
	money for the business.

1

1

2/2

1

1

Max

2/2

TOTAL 20/20