General Certificate of Education
Advanced Level Examination
June 2010 and January 2011

Business Studies BUSS4/PM

Unit 4 The Business Environment and Managing Change

Preliminary Material (Research Theme)

To be issued to candidates no sooner than Monday 1 February 2010

NOTICE TO CANDIDATES

You will be given **one** copy of this Preliminary Material (Research Theme) for use during your preparation for the examination, which you may annotate as you wish, but which you will **not** be allowed to take into the examination.

The Preliminary Material (Research Theme) will be repeated within the question paper for use in the examination.

You should carry out your own research on the Preliminary Material (Research Theme).

Your teacher is encouraged to give assistance and advice as required.

Research Theme – The Recent Recession in the UK

In your research on the recent recession in the UK you should consider:

- how the recession can create opportunities and threats for businesses and industries
- the long-term strategies and short-term plans adopted by businesses in the recession
- factors influencing the strategies businesses adopt in the recession
- strategies that businesses could have adopted to prepare for the recession
- the possible impact of the recession on stakeholders and on relationships between businesses and their stakeholders
- the case for and against different businesses and industries receiving government financial support during a recession.

Your research should consider the effects of and reaction to the recent recession in the UK in relation to different businesses and industries.

You should make reference to your research in your responses to **Section A** in the examination.

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