



General Certificate of Education  
Advanced Level Examination  
January 2010

## **Business Studies**

## **BUSS4/PM**

**Unit 4 The Business Environment and Managing Change**

### **Preliminary Material (Research Theme)**

**To be issued to candidates no sooner than Tuesday 30 June 2009**

#### **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 in the Preliminary Material (Research Theme).

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

### Research Theme – Emerging Markets

In your research on emerging markets you should consider:

- the opportunities and threats to businesses provided by these markets
- strategies adopted by businesses involved in these markets to exploit the opportunities or to reduce the threats
- factors that might influence business success and failure in these markets
- the ethical and cultural issues involved in operating in these markets including the impact on stakeholders
- the experience of businesses selling to, producing in or buying from these markets
- issues facing businesses entering these markets for the first time
- general economic and demographic trends in these markets in relation to business performance.

You are strongly recommended to study two emerging markets, such as Brazil, Russia, India or China, as this will help you to compare and contrast different countries. Questions will relate to general issues involved in emerging markets and will not refer to one specific country.

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