

PRIFYSGOL BANGOR BANGOR UNIVERSITY



ARHOLIADAU YSGOLORIAETHAU MYNEDIAD 2025 SCHOLARSHIP ENTRANCE EXAMINATIONS 2025

PWNC / SUBJECT: Business Studies

Amser a ganiateir: 2 awr

Time allowed: 2 hours

Cyfarwyddiadau / Instructions: Answer 4 Questions.

1. Explain what the following terms mean to businesses:
 - National Living Wage
 - Fixed Costs
 - Cash Flow
 - Inflation
2. Discuss the various external and internal sources of finance that are available to new and established businesses.
3. Discuss the Digital Marketing techniques of a business of your choice.
4.
 - a) Why should businesses aim to grow?
 - b) Explain the various ways in which businesses can achieve growth.
5. Tesco in Bangor need to recruit a new Store Manager. Discuss the steps Tesco need to take to ensure they recruit the best person for the job.
6. What is meant by business ethics? Provide an example of a business which you believe is ethical.