



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

CANDIDATE
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G1 ELEMENTS OF BUSINESS SKILLS

K129/01

Paper 1

For examination from 2027

SPECIMEN PAPER

1 hour 30 minutes

You must answer on the question paper.

No additional materials are needed.

INSTRUCTIONS

- Answer all questions.
- Use a black or dark blue pen.
- Write your name, centre number and index number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen. Do **not** use correction fluid or tape.
- Do **not** write on any bar codes.
- You may use an approved calculator.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].

This document has **14** pages.



Singapore Examinations and Assessment Board



CAMBRIDGE
International Education

- 1 World First is a travel agency in Singapore. It sells holiday packages and city tours to tourists visiting Singapore.

- (a) Many tourists to Singapore visit attractions. The table shows types and examples of tourist attractions.

Identify, with a tick (✓), the correct type of tourist attraction for each example.

	types of tourist attractions			
examples of tourist attractions	historical and cultural	nature and wildlife	commercial	events
aquarium				
shopping district				
festival				
museum				
park				

[5]

- (b) Business tourists from all over the world visit Singapore for MICE.

State what is meant by the term MICE.

M

I

C

E

[4]

- (c) Many tourists will use a tour agent when planning their holidays in Singapore.

- (i) State **two** items that would be included in a holiday package.

1

2

[2]

- (ii) Tour agents working for World First need to plan city tours for tourists.

Give **two** examples of product knowledge required by a tour agent to plan a city tour.

1

2

[2]

- (iii) A tour agent at World First has presented a city tour to a customer. The customer replied that he would like to think about it before deciding whether to buy the package.

Describe **two** actions the tour agent should take to close this customer experience positively.

1

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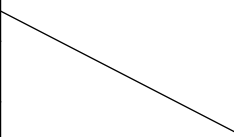
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[4]

- (d) Marketing is essential to the success of World First. The table shows the four-step model of the marketing process, but it is not in the right order.

Draw a line between each step and the correct description. One example has been completed for you.

identify potential customers		step 2
apply the marketing tools: 4Ps		step 4
satisfy customers' needs and wants better than competitors		step 1
understand customers' needs and wants		step 3

[3]

- (e) World First's tour agents use internal and external communication. The table shows examples of communication that World First's tour agents might use.

- (i) Identify, with a (✓), which example is internal and which is external communication.

example	internal communication	external communication
tour agent emailing a coach company		
tour agent discussing sales targets with their manager		
tour agent selling a city tour to a customer		

[3]

- (ii) Explain **two** ways in which World First's tour agents might use verbal communication skills to perform their duties well.

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[4]

[Total: 27]

- 2 Eugene is an entrepreneur. He set up Express Food, a fast food restaurant in Chinatown, three years ago.

- (a) Which statements about business are true and which are false?
In each case, write T (true) or F (false) in the space provided.

Needs are goods and services that are not necessary for survival	
Manufacturing businesses produce goods	
Indirect competition occurs when other businesses sell the same products	

[3]

- (b) State **three** benefits that businesses bring to Singapore.

- 1
- 2
- 3

[3]

- (c) Businesses need different types of resources. The table shows some resources used by Express Food.

Identify, with a (✓), the type of resource used by Express Food.

	type of resource		
resource used by Express Food	land resource	capital resource	labour resource
chef			
oven			
restaurant			
water			

[4]

- (d) Express Food wants to encourage more customers to use the restaurant regularly all year round.

Identify, with a (✓), which **two** of the following would be the **most** appropriate sales promotion methods to encourage regular customers at Express Food.

a series of free gifts for customers to collect	
a cut-out coupon for 20% off in a local magazine	
one free drink after every six meals purchased	
staff handing out samples to people in the street	

[2]

- (e) Customers at Express Food often ask staff to explain the different menu options to them. The following is an example of Express Food's menu options.

Express Meal 1	Express Meal 2
<ul style="list-style-type: none"> • 6 crispy chicken pieces • large fries • large drink 	<ul style="list-style-type: none"> • 4 crispy chicken pieces • regular fries • regular drink
\$12.90	\$10.90

Describe **one** advantage to a customer of ordering Express Meal 1.

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..... [2]

- (f) Express Food uses packaging in serving food to its customers. Explain the importance of packaging to Express Food.

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..... [2]

- (g) Customers today are expecting more choice and variety of food items from Express Food.

Describe **two** ways that Express Food can respond to these changing expectations.

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[4]

- (h) Describe **two** ways Express Food can use technology to make customer ordering easier.

1

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[4]

[Total: 24]

3 24/7 Local is a chain of convenience stores located throughout Singapore.

(a) Identify, with a tick (✓), **three** characteristics of a convenience store.

located along busy roads or at petrol stations	
have large stores	
open seven days a week	
encourage self service	
staff have specialised knowledge of all the products they sell	

[3]

(b) 24/7 Local provides customers with a variety of products.

State which of the following is a **good** and which is a **service**.

cash withdrawal

ready-to-eat meal

[2]

(c) Staff at 24/7 Local need to provide customer service.

(i) Select the most appropriate words to complete the sentence about providing customer service. Do **NOT** use the same word more than once.

positively **questions** **information** **present**

business **service** **support** **wants**

To provide a good level of to customers, staff at 24/7 Local will need to listen to customers' needs and Then staff will have to answer any or objections and the product to the customer.

[4]

(ii) Explain **two** ways 24/7 Local will benefit from providing quality customer service.

1

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2

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[4]

(iii) A customer returned to the store with an expired pack of milk.

Describe how staff at 24/7 Local could handle the situation.

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..... [2]

- (d) 24/7 Local uses promotion to attract new customers to the store.

Suggest **two** appropriate promotion techniques that 24/7 Local could use. Explain **one** reason for each choice of promotion technique.

promotion technique 1

explanation

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.....

.....

promotion technique 2

explanation

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.....

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[6]

- (e) Setting the right price for products at 24/7 Local is important.

- (i) Describe **two** factors that 24/7 Local need to consider when pricing a product.

1

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2

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[4]

- (ii) Considering one of the factors described in **3(e)(i)**, suggest an appropriate pricing technique for 24/7 Local.

..... [1]

- (iii) Explain **one** reason for your choice of pricing technique.

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..... [2]

[Total: 28]

- 4 Sunshine Bay Resort is an accommodation provider in Singapore. Sunshine Bay Resort staff encourage guests to complete an online survey.

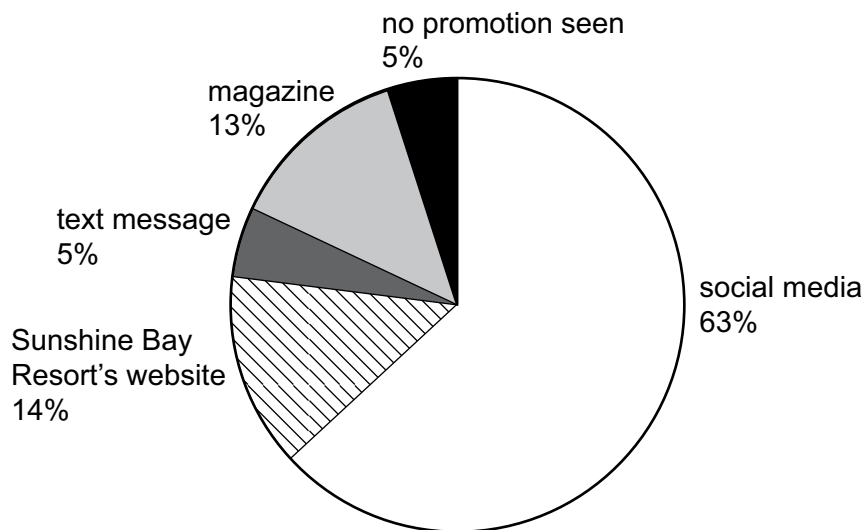
(a) State **two** reasons why Sunshine Bay Resort wants customers to complete a survey.

1

2

[2]

(b) The pie chart shows the results of a market survey about where guests have seen promotion by Sunshine Bay Resort.



Analyse **two** ways in which Sunshine Bay Resort can use this data to enhance its promotion.

1

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2

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[4]

- (c) Sunshine Bay Resort uses social media marketing to promote its products.

Identify, with a tick (✓), **three** examples of social media marketing that might be used by Sunshine Bay Resort.

collaborating with influencers to create content	
emailing flyers to existing customers	
livestreaming video of the resort's new pool facilities	
featuring promotional messages on the resort's website	
encouraging guests to use #SunshineBay when posting images	

[3]

- (d) Sunshine Bay Resort has its own website.

State **two** benefits to Sunshine Bay Resort of having an online presence.

- 1
- 2

[2]

- (e) Staff at Sunshine Bay Resort use body language when they communicate with guests.

Identify, with a tick (✓), which examples of body language are positive and which are negative.

examples	positive	negative
bellhop staff standing with arms folded when waiting for customers		
concierge staff making eye contact with customers when serving		
waitstaff smiling at customers as they enter the restaurant		

[3]

- (f) Give **three** examples of good personal hygiene practices.

- 1
- 2
- 3

[3]

(g) Sunshine Bay Resort is a recognised brand.

(i) Explain **one** benefit of branding to Sunshine Bay Resort.

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..... [2]

(ii) Explain **one** benefit of branding to customers of Sunshine Bay Resort.

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..... [2]

[Total: 21]