AQA

A-level
BUSINESS STUDIES

Unit 4 The Business Environment and Managing Change

June 2017

Preliminary Material (Research Theme)

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.

Information

The Preliminary Material is to be seen by teachers and candidates **only**, for use during preparation for the examination on Monday 19 June 2017. It **cannot** be used by anyone else for any other purpose, other than as stated in the instructions issued, until after the examination date has passed.
It must **not** be provided to third parties.

Research Theme – Technological change: e-commerce

E-commerce involves digitally enabled commercial transactions between and among organisations and individuals.

Your research should focus on the impact of e-commerce on businesses and industries.

In your research you should consider:

- the impact of e-commerce on the competitive environment within industries
- the impact of e-commerce on businesses and their functional areas
- the impact of e-commerce on different stakeholder groups
- the extent to which e-commerce creates opportunities and poses threats for businesses
- the factors influencing if, why and how businesses respond to the growth of e-commerce
- the impact of e-commerce on business performance and on strategy, both nationally and internationally.

You are strongly recommended to consider the impact of e-commerce on different industries and businesses.

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

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