

# Tuesday 14 May 2024 – Afternoon GCSE (9–1) Business

J204/01 Business 1: business activity, marketing and people

Time allowed: 1 hour 30 minutes

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#### INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer all the questions.

#### INFORMATION

- The total mark for this paper is 80.
- The marks for each question are shown in brackets [ ].
- Quality of extended response will be assessed in questions marked with an asterisk (\*).
- This document has 20 pages.

#### ADVICE

Read each question carefully before you start your answer.

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#### Table of Contents Ocr 476mark Scheme June 13

- 1. Understanding the eBook Ocr 476mark Scheme June 13
  - The Rise of Digital Reading Ocr 476mark Scheme June 13
  - Advantages of eBooks Over Traditional Books
- 2. Identifying Ocr 476mark Scheme June 13
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Ocr 476mark Scheme June 13
  - User-Friendly Interface
- 4. Exploring eBook Recommendations from Ocr 476mark Scheme June 13
  - Personalized Recommendations
  - Ocr 476mark Scheme June 13 User Reviews and Ratings
  - o Ocr 476mark Scheme June 13 and Bestseller Lists
- 5. Accessing Ocr 476mark Scheme June 13 Free and Paid eBooks

- o Ocr 476mark Scheme June 13 Public Domain eBooks
- o Ocr 476mark Scheme June 13 eBook Subscription Services
- Ocr 476mark Scheme June 13 Budget-Friendly Options
- 6. Navigating Ocr 476mark Scheme June 13 eBook Formats
  - o ePub, PDF, MOBI, and More
  - Ocr 476mark Scheme June 13 Compatibility with Devices
  - Ocr 476mark Scheme June 13 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Ocr 476mark Scheme June 13
  - Highlighting and Note-Taking Ocr 476mark Scheme June 13
  - Interactive Elements Ocr 476mark Scheme June 13
- 8. Staying Engaged with Ocr 476mark Scheme June 13
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Ocr 476mark Scheme June 13
- 9. Balancing eBooks and Physical Books Ocr 476mark Scheme June 13
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Ocr 476mark Scheme June 13
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Ocr 476mark Scheme June 13
  - Setting Reading Goals Ocr 476mark Scheme June 13
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ocr 476mark Scheme June 13
  - Fact-Checking eBook Content of Ocr 476mark Scheme June 13
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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