

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 4722 June 201mark Scheme

1. Understanding the eBook Ocr 4722 June 201mark Scheme
 - The Rise of Digital Reading Ocr 4722 June 201mark Scheme
 - Advantages of eBooks Over Traditional Books
2. Identifying Ocr 4722 June 201mark Scheme
 - 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 4722 June 201mark Scheme
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ocr 4722 June 201mark Scheme
 - Personalized Recommendations

- Ocr 4722 June 201mark Scheme User Reviews and Ratings
- Ocr 4722 June 201mark Scheme and Bestseller Lists
- 5. Accessing Ocr 4722 June 201mark Scheme Free and Paid eBooks
 - Ocr 4722 June 201mark Scheme Public Domain eBooks
 - Ocr 4722 June 201mark Scheme eBook Subscription Services
 - Ocr 4722 June 201mark Scheme Budget-Friendly Options
- 6. Navigating Ocr 4722 June 201mark Scheme eBook Formats
 - ePub, PDF, MOBI, and More
 - Ocr 4722 June 201mark Scheme Compatibility with Devices
 - Ocr 4722 June 201mark Scheme Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ocr 4722 June 201mark Scheme
 - Highlighting and Note-Taking Ocr 4722 June 201mark Scheme
 - Interactive Elements Ocr 4722 June 201mark Scheme
- 8. Staying Engaged with Ocr 4722 June 201mark Scheme
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ocr 4722 June 201mark Scheme
- 9. Balancing eBooks and Physical Books Ocr 4722 June 201mark Scheme
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ocr 4722 June 201mark Scheme
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Ocr 4722 June 201mark Scheme
 - Setting Reading Goals Ocr 4722 June 201mark Scheme
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ocr 4722 June 201mark Scheme
 - Fact-Checking eBook Content of Ocr 4722 June 201mark Scheme

- 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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