

### Section E: The Ideal State

Plato, *Republic*; Aristotle, *Politics*.

Organisation of the proposed states; division of the population; education and educational arrangements; differences between the views of Plato and Aristotle; modern criticisms of their proposals.

Recommended translations: \**Republic* (Penguin Classics); \**The Politics* (Penguin Classics).

\*E. Barker, *Greek Political Theory* (Methuen); \*R. C. Cross and A. D. Woozley, *Plato's Republic: A Philosophical Commentary* (Macmillan); \*R. H. S. Crossman, *Plato Today* (Allen & Unwin); \*K. R. Popper, *The Open Society and its Enemies* (Routledge & Kegan Paul); \*J. Barnes, M. Scofield, R. Sorabji (eds), *Articles on Aristotle 2: Ethics and Politics* (Duckworth).

### Section F: Greco-Roman Sculpture and Architecture

Archaic, Classical, Hellenistic and Roman Imperial sculpture; the Greek temple and theatre; Greek and Roman town planning; Roman building techniques and materials; the Roman temple, basilica, theatre, amphitheatre, baths, house, tenement block, palace.

Bibliography: \*J. Boardman, *Greek Art* (Thames & Hudson); R. M. Cook, *Greek Art* (Pelican); \*G. M. A. Richter, *A Handbook of Greek Art* (Phaidon); \*D. S. Robertson, *A Handbook of Greek and Roman Architecture* (Cambridge); \*Mortimer Wheeler, *Roman Art and Architecture* (Thames & Hudson); \*R. E. Wycherley, *How the Greeks Built Cities* (Methuen).

The section on this topic may include questions in which candidates are asked to discuss illustrations of sculpture and architecture.

A list of additional suggested modern books on the subject matter of both papers is available on request to the Secretary (see **General Information**). The questions set will not require knowledge of any particular book listed in the bibliographies, nor will candidates be expected to have covered all the material with which the books deal.

## Commerce 100

### ORDINARY LEVEL

#### Aims

The syllabus aims are as follows:

1. to acquire a knowledge and to develop an understanding of the nature and purpose of commercial activities
2. to develop an awareness of the nature and significance of innovation and change within the context of commercial activities
3. to be aware of the dual role of people as producers and consumers.

#### Assessment Objectives

The examination will test the candidates' ability:

1. to demonstrate knowledge by recall of facts and principles
2. to demonstrate knowledge and numeracy by use of commercial terminology and the performance of simple calculations
3. to apply knowledge to particular commercial situations
4. to demonstrate an understanding of the purposes and functions of commercial activities; to analyse situations, to make reasoned arguments and to draw conclusions.

#### Scheme of Examination

There will be one paper of 2½ hours. Candidates will be required to answer five questions. All questions will carry equal marks.

NOTE: Questions will be set in the context of United Kingdom commercial practice, but candidates may draw on examples from within their own country where a question does not refer specifically to the United Kingdom.

#### Syllabus

##### 1. PRODUCTION

- 1.1 Basic needs; goods and services.
- 1.2 Definition and branches of production.
- 1.3 Chain of production and value added at each stage.
- 1.4 Exchange, division of labour and international specialisation.
- 1.5 Barter and money.
- 1.6 Principal commercial functions.
- 1.7 Interdependence of commerce, industry and direct services.

##### 2. THE ORGANISATION OF BUSINESS UNITS

- 2.1 The nature of a mixed economy.



Formation, ownership and control; raising of capital; treatment of profits and losses in relation to:

(a) The private sector

Unincorporated: sole traders; partnerships

Incorporated: private and public companies; co-operative societies; building societies

(b) The public sector: public corporations; local authorities.

2.2 Assessment of business performance in relation to capital, turnover and profit.

2.3 Functions and procedures of stock exchanges.

3. TRADE

3.1 Markets

Functions and types of markets. Marketing of agricultural produce, raw materials and manufactured goods – imported and home produced

The role of marketing boards; producers' co-operatives.

3.2 Retail

Retail functions; services of the retailer.

Types of retail shop and other methods of retailing.

Trends in retailing.

Sources and types of credit facilities available to consumers.

3.3 Wholesale

Functions of the wholesaler. Types of wholesaler.

Services to the retailer and manufacturer.

Trends in wholesaling.

The main trading documents used. Trade and cash discounts.

Reasons for the omission of the wholesaler in distribution.

3.4 International

Interdependence of countries and the importance of international trade; trading blocs.

Difficulties in international trading.

Types of intermediary; functions and services.

The main trading documents used.

Balance of trade and the current balance of payments.

Foreign exchange rates.

Sources of commercial information and other assistance available to importers and exporters.

Bonded warehouses.

4. AIDS TO TRADE

4.1 Money and Financial Institutions

The nature of money; legal tender; the functions of money.

Commercial banks and other financial institutions: money transfer facilities (use in home and international trade); deposit taking; provision of finance and other services.

The role of a central bank.

Clearing systems.

4.2 Transport and Communications

Transport

Importance of transportation in the chain of distribution. The different methods of transport available to commerce and the factors governing choice of method.

The Baltic Exchange.

Modern trends in distribution of goods.

Communications

The importance of and main methods of communication – postal/telecommunications.

Recent developments.

4.3 Insurance

Principles of insurance; statistical basis: insurable and non-insurable risks; classes of business; effecting and renewing insurances; Lloyd's; documents and calculations.

4.4 Advertising

The purpose of advertising. Approaches to advertising – persuasive, informative, competitive, collective.

The different methods employed and the reasons for their use.

Trade names/marks, branding, packaging and display.

Other aspects of marketing, e.g. sales promotion, market research.

The need for safeguards for consumers: methods used.

GET A BOOK ON ADVERTISING