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General Certificate of Secondary Education June 2005

BUSINESS STUDIES SPECIFICATION B 3133/9/1F BUSINESS STUDIES SPECIFICATION B (SHORT COURSE) Foundation Tier Paper 1 ____



Friday 17 June 2005 9.00 am to 10.15 am

In addition to this paper you will require:

a case study booklet (enclosed).

You may use a calculator.

Time allowed: 1 hour 15 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions in the spaces provided.
- Do all rough work in this book. Cross through work you do not want marked.
- If you need additional space, you should continue your answers at the end of this book, indicating clearly which question you are answering.

Information

- The maximum mark for this paper is 105.
- Mark allocations are shown in brackets.
- You should use examples wherever appropriate to support your explanations or argument.
- In addition to the mark allocations indicated within the paper, you will be awarded up to 5 marks for your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

Advice

• Read the case study before attempting to answer the questions.

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Answer all questions.

Read and use **Data A** to help you answer Questions 1 to 4.

1	Explain what is meant by a 'business objective'. Use possible examples from Data A to illustrate your answer.
	(6 marks)



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Explain what is meant by 'economies of scale'. Use the situation of <i>Brighter Gardens</i> to illustrate your answer.
(6 marks)



4

Read and use **Data B** to help you answer Questions 5 to 9.

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Example 2	
Example 3	
	(3 marks)
What are 'debtors'?	

 $\overline{2}$

TURN OVER FOR THE NEXT QUESTION

7	Calculate <i>Brighter Gardens plc's</i> current ratio (sometimes called working capital ratio) for 2003. Show your working.
	(5 marks)



(i)	Gross profit to sales revenue ratio for 2003.
	(5 mar
(ii)	
(ii)	Net profit to sales revenue ratio for 2003.
(ii)	

QUESTION 8 CONTINUES ON THE NEXT PAGE

(b)	The gross profit ratio for Brighter Gardens plc in 2002 was 35.8%.
	Its net profit ratio in 2002 was 9.2%.
	Explain whether Brighter Gardens plc's profitability has improved since 2002.
	(4 marks)



Read and use **Data C** to help you answer Questions 9 and 10.

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QUESTION 9 CONTINUES ON THE NEXT PAGE

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10	(a)	Describe two possible external benefits and two external costs that the <i>Brighter Gardens plc's</i> investment programme will create.
		(8 marks)

QUESTION 10 CONTINUES ON THE NEXT PAGE

(b)	Explain whether you think that the chairman of <i>Brighter Gardens plc</i> is correct when he state that the external benefits will outweigh the external costs.							
	(6 marks)							



Read and use Data~D to help you answer Questions 11 and 12.

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Brighter Gardens plc has used the following promotion methods:								
• special offers;								
• local newspaper advertising;								
Explain why each of these might have worked well in promoting its garden centres.								
(12 marks)								

 $\overline{12}$

END OF QUESTIONS

12

f you need additional space, question you are answering.	you should co	ontinue your	answers on 1	these pages,	indicating	clearly v	vhicl

16	LEAVE MARGIN BLANK

 	 	

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