

Rewarding Learning

**General Certificate of Secondary Education** 

2009

## Cen 71 Candidate Number

## **Business Studies**

Paper 2 Higher Tier

[G1204]

### **FRIDAY 29 MAY, MORNING**



TIME

2 hours.

### INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

Write your answers in the spaces provided in this question paper.

There should be enough space for your answers. If you do require more space, you may complete your answers on the extra lined pages at the back of this booklet.

Answer all four questions.

### INFORMATION FOR CANDIDATES

The total mark for this paper is 105, including a maximum of 5 marks for quality of written communication.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

For Examiner's use only		
Question Number	Marks	
1		
2		
3		
4		
QWC		

Total Marks	

	Enniskillen next year. It will be a small-to-medium sized enterprise ME).
	Tom is very aware of the importance of keeping staff highly motivated. List <b>two</b> reasons why this is important.
<b>(b)</b>	Name <b>one</b> financial and <b>one</b> non-financial method of motivation which you would recommend for The Penthouse.
	[2]
	Define a small-to-medium sized enterprise (SME) and comment on its importance in Northern Ireland.

[4]

	two reasons why a Business Plan is necessary.		Marks	Rer
•				
		[4]		
	One essential element of a Business Plan is the Financial Plan. Give			
	details of information required in the Financial Plan.			
	details of information required in the Financial Flan.			
		Γ <i>4</i> Ι		
		[4]		

(f)	Advise Tom whether primary market research or secondary market research is more appropriate for his circumstances. State <b>one</b> advant of <b>each</b> method for a restaurant.	age	Examine Marks	er Only Remark
		[5]		
(g)	Describe <b>two</b> cultural issues which the staff in The Penthouse must consider when dealing with their customers.			
		[4]		

b) The global market has implications for the economy of Northern Ireland. Explain two of these implications.		
b) The global market has implications for the economy of Northern		
The global market has implications for the economy of Northern		
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The global market has implications for the economy of Northern		
The global market has implications for the economy of Northern		
b) The global market has implications for the economy of Northern		
		_ [4
	Ireland. Explain <b>two</b> of these implications.	

(c)	Hy-tec plc is anxious to extend the Product Life Cycle of one of its hardware products. Suggest <b>two</b> strategies which would be suitable for this type of product.	Examine Marks	er Only Remark
	[4]		
(d)	Name <b>two</b> Acts or Orders which act as legal constraints on production in Hy-tec plc.		
	[2]		
e)	Name the type of business organisation in Hy-tec plc and describe how that type of organisation raises its capital.		
	·		
	[3]		

Some of the employees in Hy-tec plc are in dispute with their	c	Examiner C
employers, and have called on a Trade Union to help. Give details o <b>two</b> roles of a Trade Union in this situation.	Ĭ	marko re
two roles of a frage Official in this situation.		
	[4]	
If the dispute is not settled, it will finally reach the stage of arbitration	on	
What do you understand by "arbitration"?	011.	
what do you understand by arbitration?		
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	
	[4]	

Crafty Things is a business which is based in Lurgan and specialises in making hand-crafted decorative items from wood and wrought iron, usually as special orders.

Examiner Only			
Marks	Remark		

(a)	Crafty Things operates in the secondary sector of production. Name the other <b>two</b> sectors and describe how each of these other <b>two</b> sectors contributes to Crafty Things.		
	contributes to Cruity Things.		
	[6]		
(b)	Describe the present trend in Northern Ireland in the <b>scale</b> of production.		
	[2]		

(c)	Crafty Things works on the Just-in-Time method of production.	Examin	er Only
	Describe this method.	Marks	Remark
	[2]		
	[2]		
<b>(b)</b>	State <b>one</b> main reason why flow production would <b>not</b> be suitable for		
(u)			
	this company.		
	[2]		
	[2]		
(6)	Crafty Things is also hoping to introduce specialisation (division of labour). Recommend <b>one</b> way in which specialisation (division of labour) could be applied to this business and explain <b>one</b> advantage and <b>one</b> disadvantage it may have for Crafty Things.		
	one disadvantage it may have for Crafty Tinings.		
	[6]		

<b>(f)</b>	Name the legislation which ensures that the work environment is safe.	Examir Marks	er Only Remark
	[1]		Kemark
(g)	Give details of <b>three</b> responsibilities which <b>employees</b> have in order to ensure that the work environment is safe.		
	[6]		

a)	Name <b>four</b> internal sources of finance suitable for Fashion Feet.	
	1	
	2	
	3	
	4[4]	
	[2]	
		r stock or

	The following figures were for the year ended 31 Decei	extracted from the accounts of Fashion mber 2008:	Feet	Examine Marks	er Only Remark
	Sales Cost of Goods Sold Net Profit Opening Stock Closing Stock Fixed Costs Selling Price per unit Variable Cost per unit	£37,500 £18,000 £7,500 £11,750 £6,250 £4,500 £50			
(c)	Using the space below, calc Feet for the year.	culate the Net Profit Percentage for Fash			
			[3]		
(d)	Using the space below, calc Feet.	culate the Stock Turnover Rate for Fashi	on		
			[3]		
(e)		our Stock Turnover calculation, giving gives you about Catriona's business.			

			Examine Marks	r Only Remark
		F 4 3		
		[4]		
<b>(f)</b>	In the space below calculate the break-even point for Fashion Feet b formula using the figures given.	у		
		[3]		
	'	.~]		
(g)	Explain the meaning and significance for Fashion Feet of the break-even point.			
		[6]		
	Qualit comm	y of written nunication		

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# Extra page if required Examiner Only Marks Remark

e II required Examiner O Marks Rei	Extr
THE QUESTION PAPER	THIS IS THE END