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# General Certificate of Secondary Education 2014

### **Business Studies**

Unit 1

**Business Start Up** 



[GBS11]

\*GBS11\*

**WEDNESDAY 21 MAY, MORNING** 

TIME

1 hour 20 minutes.

#### **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.

Complete in blue or black ink only. Do not write in pencil or with a gel pen.

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 book. Answer **all four** questions.

#### **INFORMATION FOR CANDIDATES**

The total mark for this paper is 75.

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

Quality of written communication will be assessed in question 4(e).

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		Answer all questions	Examiner (	Only emark
1	(a)	Study the following terms and select <b>four</b> which match the definitions below.	marks tx	
		Retained profit Random sampling Social enterprise		
		Leasing EFQM Specialisation		
		(i) Earnings ploughed back into the business for future use.		
		(ii) A business that has ethical and environmental aims at its centre.		
		[1]		
		(iii) A means of ensuring everyone has an equal chance of being surveyed.		
		[1]		
		(iv) A framework to ensure quality is pursued in the business.  [1]		

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(b)	Explain <b>two</b> reasons why a business may be started.	Examin Marks	ner Only Remark
	1		
	[2]		
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	[2]		
		Total Qu	uestion 1
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а	red has run his own business for several years, baking and selling range of cupcakes and pastries. The business is successful and e has decided to form a partnership.	Marks R
(a)	Identify the type of business ownership he is currently operating.	
	[1]	
(b)	State <b>one</b> advantage and <b>one</b> disadvantage of this type of business ownership.	
	Advantage	
	[1]	
	Disadvantage	
	[1]	
(c)	Discuss Fred's decision to form a partnership.	
	[4]	

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				_
(d	) Apart from <b>growth</b> , suggest <b>two</b> aims this business might have.		Examiner C	Only emark
	1	_ [1]		
	2	_ [1]		
(e	Explain how the aim of growth might impact on Fred's business activity.			
		— [ · ]		
<b>(f</b> )	Explain how Fred could use customer service to add value.			
		_ [3]		
			Total Quest	tion 2
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		Farmer (milk production)	McDonalds (fast food)	
	Capital			
		[2]	[2]	
l	Land			
		[2]	[2]	
) S	Suggest a p	product that might be made usi	ng the following methods of	
р	roduction.			
,	Job produc	etion	[1]	
E	Batch prod	uction	[1]	
F	Flow produ	ıction	[1]	

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(d)	Explain the difference between job production and batch production.	Exar Mark	miner Only s Remark
	Job production		
	[2]	I	
	Batch production		
	[2	]	
(0)	Evaluate the import of technology on production		
(e)	Evaluate the impact of technology on production.		
	[5]	I	
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(f)	Identify <b>one</b> quality standard and explain why a business might want to achieve it.		Examine Marks	Rem
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	[ <i>ξ</i>	5]		
(g)	Identify <b>two</b> social and environmental considerations when locating a business.			
(g)	Identify <b>two</b> social and environmental considerations when locating a business.			
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(g)	Identify <b>two</b> social and environmental considerations when locating a business.			
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(g)	Identify <b>two</b> social and environmental considerations when locating a business.  1	-		
(g)	Identify <b>two</b> social and environmental considerations when locating a business.  1	-		
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(g)	Identify <b>two</b> social and environmental considerations when locating a business.  1	-		
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4 The information in **Table 1** has been gathered by market research. Answer the questions which follow.

Examiner Only				
Marks	Remark			

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2013 SALES FIGURES FOR THE iSee						
	£000s	£000s	£000s	£000s		
Country	Sales Period 1 Jan–Mar 2013	Sales Period 2 April–June 2013	Total Sales for 6 months	Increase in Sales Period 1 to Sales Period 2		
US	595	770	1,365	175		
Australia	55	84	139	29		
Canada	90	128	218	38		
France	220	365	585	145		
Germany	105	130	235	25		
Italy	72	95	167	23		
Japan	160	220	380	60		
Spain	42	54	96	12		
Switzerland	20	25	45	5		
UK	236	266	502	30		
Ireland	12	16	28	4		

(\*iSee is a hi-tech hand held tablet)

(a) Which country has the overall largest sales for the six months?

\_\_\_\_\_[1]

**(b)** Which country has the second largest sales from January to March 2013?

\_\_\_\_\_[1]

[Turn over

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Reading I



(0	Which country has the smallest increase in sales during the six months?	Examine Marks	er Only Remark
	[1]		
(0	l) Identify and discuss the most suitable pricing policy for a new hi-tech product.		
	[3]		
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Define secondary research and explain <b>two</b> reasons why a business might find it useful.	
[6]	

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	(f)	Study <b>Table 1</b> and identify the stage of the product life cycle which iSee is at. Explain your answer.	the	Examin Marks	er Only Remark
			_ [3]		
	(g)	Identify <b>one</b> extension strategy the company could use to extend the life cycle of the iSee and discuss <b>one</b> advantage and <b>one</b> disadvantage of this strategy.			
			_ [5]		
				Total Qu	estion 4
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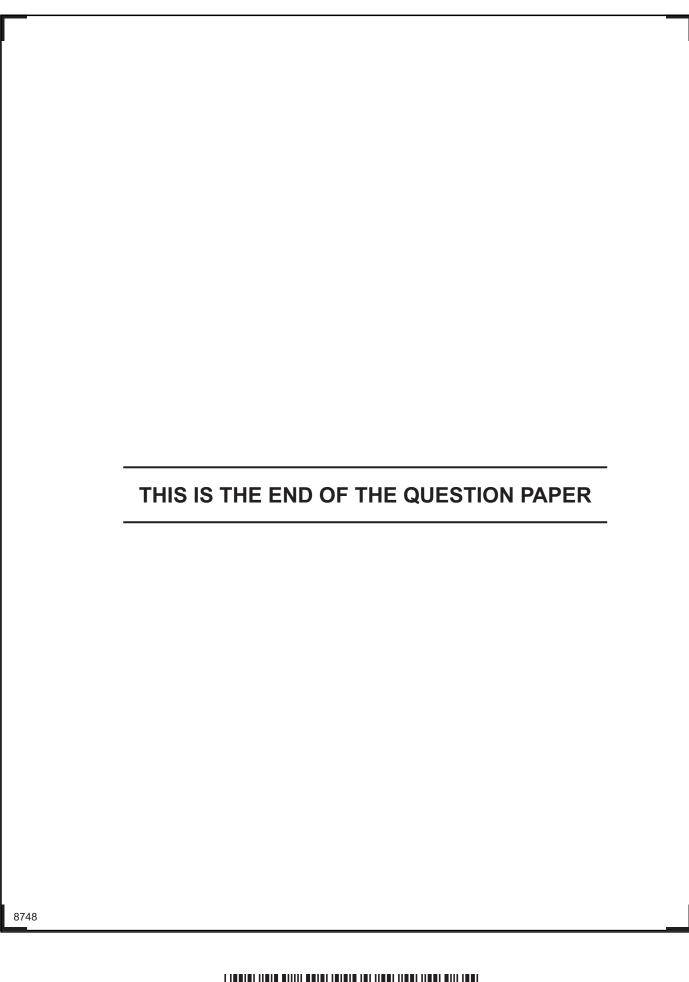
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Question Number	Marks	
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**Examiner Number** 

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