

General Certificate of Secondary Education 2014

Business Studies

Unit 1

Business Start Up

[GBS11]

TIME

WEDNESDAY 21 MAY, MORNING

1 hour 20 minutes, plus your additional time allowance.

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).

8748.04 **ML**

		Answer all questions		Examine Marks	er Only Remark
1	(a)	Study the following terms and select four which match the definitio below.	ns		
		Retained profit			
		Leasing EFQM Specialisation			
		(i) Earnings ploughed back into the business for future use.			
		(ii) A business that has ethical and environmental aims at its centr	[1]		
		- A business that has ethical and environmental aims at its centr	[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 two reasons why a business may be started.	Examin Marks	ner Only Remark
	1		
	[2]		
	2		
	[2]		
		Total Qu	uestion 1
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	range of cupcakes and pastries. The business is successful and e has decided to form a partnership.		
(a)	Identify the type of business ownership he is currently operating.		
	[1]	
(b)	State one advantage and one disadvantage of this type of business ownership.		
	Advantage	-	
	[1]	
	Disadvantage	-	
	[']	
(c)	Discuss Fred's decision to form a partnership.		
		-	
		-	
		-	
		-	
		-	
		-	
		-	
		- 4]	
	[

business might have. 1	(d)	One aim of this business is growth . Suggest two other aims this		Examiner Only
2				Marks Remark
2		1	[1]	
(e) Explain how the aim of growth might impact on Fred's business activity. [4] (f) Explain how Fred could use customer service to add value. [7] [7] [7] [7] [7] [7] [7] [7				
activity.			_ [.]	
(f) Explain how Fred could use customer service to add value. [4] [5] Total Question 2	(e)	activity.		
(f) Explain how Fred could use customer service to add value. Total Question 2				
(f) Explain how Fred could use customer service to add value.		, —————————————————————————————————————		
(f) Explain how Fred could use customer service to add value. [4] [5] [7] [7] [7] [7] [7] [7] [7				
[4] (f) Explain how Fred could use customer service to add value				
(f) Explain how Fred could use customer service to add value. [4] [7] [7] [7] Total Question 2		,		
(f) Explain how Fred could use customer service to add value.		,		
(f) Explain how Fred could use customer service to add value.				
(f) Explain how Fred could use customer service to add value.			[4]	
Total Question 2	(f)	Explain how Fred could use customer service to add value.		
Total Question 2				
Total Question 2				
Total Question 2				
Total Question 2				
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Total Question 2				
[Turn over			_ [3]	
[Turn over				Total Quantian 2
				Total Question 2
				[Turn over
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		er (milk production)	McDonalds (fast food)	
Cap	oital		,	
		[2]	[2]
Lar	nd			
		[2]	[2	1
				1] 1]
Sug			ing the following methods of	
Job	production		[1]
Bat	ch production		[1]
Flo	w production		[1]

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(d)	Explain the difference between Job production and Batch production.	Examine Marks	er Only Remark
	Job production		
	[2]		
	Batch production		
(e)	Evaluate the impact of technology on production.		
	[5]		
8.04 ML		[Turi	ı ove

	·	
	[5]	
(g)		
(g)	Identify two social and environmental considerations when locating a business.	
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(g)	Identify two social and environmental considerations when locating a business. 1	zest

Examiner Only 4 The information in **Table 1** has been gathered by market research. Marks Remark Answer the questions which follow. Table 1 2013 SALES FIGURES FOR THE *iSee £000s £000s £000s £000s Increase Sales Sales Total in Sales Period 1 Period 2 Country Sales for Period 1 Jan-Mar April-June 6 months to Sales 2013 2013 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 25 167 72 95 23 Italy 220 380 Japan 160 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?
- (b) Which country has the second largest sales from January to March 2013?

[Turn over

_____[1]

_ [1]

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(c)	Which country has the smallest increase in sales during the six	Examin Marks	er Only Remark
	months? [1]		
	1'1		
(d)	Identify and discuss the most suitable pricing policy for a new hi-tech product.		
	[3]		
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Remarks

Parties

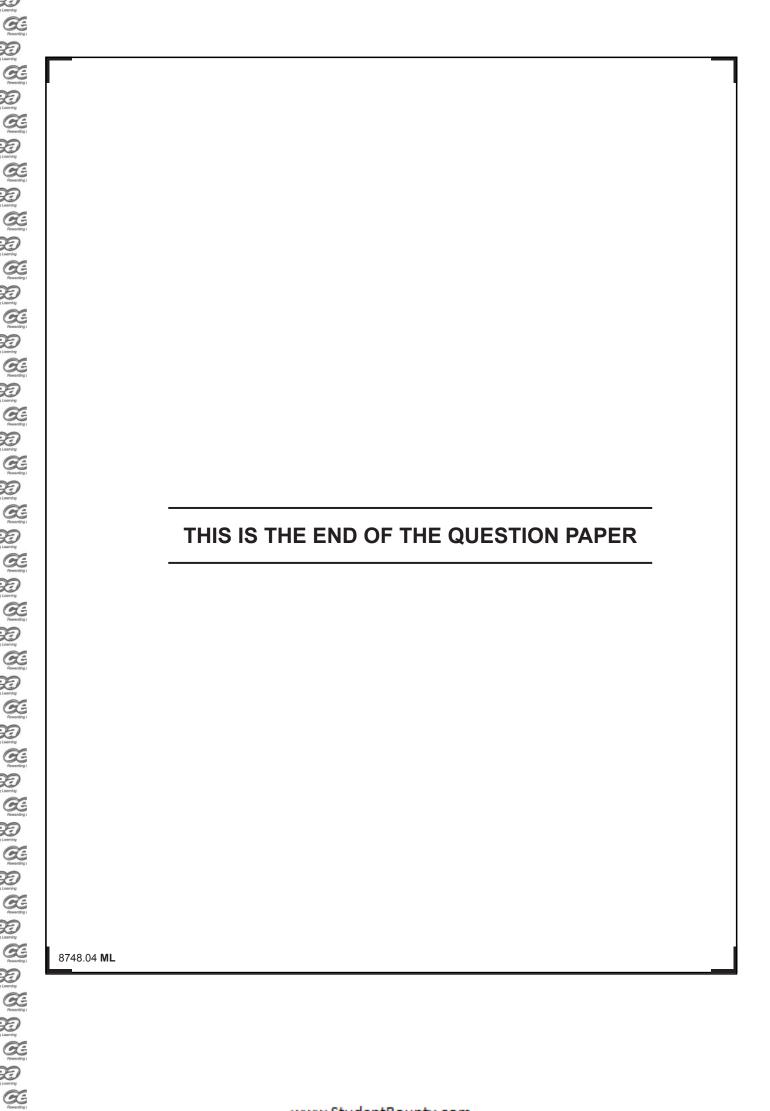
Remarks

Th	e information in Table 1 contains secondary data on the iSee tablet.	Exa Mari	miner Only
(e)	Define secondary research and explain two reasons why a business might find it useful.		
	[6	8]	
		ГТ	urn over
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(f)	Study Table 1 and identify the stage in the product life cycle of the iSee. Explain your answer.	Examin Marks	er Only Remark
	[3]		
(g)	Identify one extension strategy the company could use to extend the life cycle of the iSee. Discuss one advantage and one disadvantage of this strategy.		
	[5]		
		Total Qu	estion
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Extra page if required	Examir Marks	ner Only Remark
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Extra page if required	Examiner Only Marks Remark
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		For Exa	miner's
		Question Number	Marks
		1	
		2	
		3	
		4	
		Total Marks	
	Examiner Number		
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Remarks

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Remarks

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