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You will be assessed on your ability to organise and present information, ideas, descriptions and

arguments clearly and logically, including your use of grammar, punctuation and spelling.

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Turn over

Total

Read this page, then answer the questions which follow.

Context

Jo owns a shop that sells new electrical goods such as radios, refrigerators and washing machines. Jo's shop is the only one of its kind in a small town in the north of England. There are no other towns nearby.

A nearby factory used to employ many people in Jo's town. This factory has closed, and there are many unemployed people locally. Jo believes that these people cannot afford to buy expensive new electrical goods. However, she thinks they would pay someone to repair their electrical goods. Jo's brother, Rin, is an electrician. Jo and Rin may go into partnership in the shop, Jo selling new electrical goods and Rin repairing electrical goods brought in by customers. Jo plans to carry out some market research to help her make these decisions.

Most of the goods sold in Jo's shop are made by *Pepper plc*. This company is a large-scale business, employing over 200 people at its factory located in Birmingham. Birmingham is a city in the middle of England. Birmingham is the second largest city in England.



Washing machine



Refrigerator



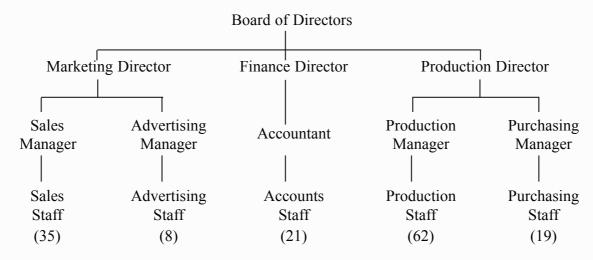
Radio

` /) (1)	Give one example of an appropriate source of finance for Jo, and one differe
		example for <i>Pepper plc</i> .
	(ii)	Give one example of appropriate use of profits for Jo, and one different example
	, ,	for Pepper plc.
Jo	is a s	
		ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	line one advantage and one disadvantage to Jo of becoming a partner rather th
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
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) Out	ole trader. She is thinking of going into partnership with her brother, Rin.
) Out	ole trader. She is thinking of going into partnership with her brother, Rin.

Jo employs people to help in the shop on Saturdays, when the shop is at its busiest. She now needs to employ another member of staff to help part-time on Saturdays. Jo always interviews the short-listed applicants in her shop.

(c)	Evaluate Jo's policy of interviewing the short-listed applicants in her shop.
	(4)

Part of the organisation chart for *Pepper plc* is shown below.



(:)	The Marketing Director				
(1)	The Marketing Director.				
	(1)				
(ii)	The Production Manager.				
	(1)				
	(Total 20 marks)				
	(10111 20 1111 113)				

	Current Ratio	3.00:1 (3 to 1)	Acid Test Ratio	0.50:1 (0.5 to 1)
)	Using this info	ormation, analyse the	financial situation of	Pepper plc.
	•••••			
	•••••			
	•••••			
				(4)
p.	per plc operate	s a system of budgeti	ing.	
)	Give two exan	nples of budgets that	Pepper plc is likely to	have.

) All	aryse now 0	augening (an neip m	Cancelors C	η ερμεί μ	<i>lc</i> in this situa	.1011.
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							(4
 epper	plc makes	many of	its electi	rical goods	using the	flow (mass)	
 epper		many of	its electr	rical goods	using the	flow (mass)	
roduct					using the	flow (mass)	
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roduct	ion.				using the		method o

		Leave blank
(ii)	Evaluate <i>Pepper plc</i> 's decision to use flow production when making electrical goods.	
	(8)	Q2
	(Total 20 marks)	

in Birmingham, a city in the middle of England. Birmingham is the second largest city in England.	
(a) Discuss why the locations of Jo's shop and <i>Pepper plc</i> are likely to be suitable for their businesses.	
Jo's shop	
(4)	
Pepper plc	



Leave blank

)	Examine what is meant by <i>Pepper plc</i> becoming more market-oriented .

Turn over for question 3 (c)

Assess the extent to which carrying out market research will guarantee that the new fridge will be a success.						
•••••						
•••••						
•••••			•••••			
			(8)			
		(To	tal 20 marks)			
		TOTAL FOR PAPER				

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