Centre No.					Pape	r Refer	ence			Surname	Initial(s)
Candidate No.			7	1	0	0	/	1	В	Signature	

Paper Reference(s)

7100/1B

London Examinations GCE

Commerce Ordinary Level

Monday 12 May 2008 - Morning

Time: 1 hour

Materials required for examination	Items included with question papers
Nil	Nil

Instructions	to	Cano	abil [†]	tes
mon actions	w	Cam	uua	

Indicate which question you are answering by marking the box ().

If you change your mind, put a line through the box (\boxtimes) and then indicate your new question with a cross (\boxtimes) .

This paper has two parts: 7100/1A and 7100/1B.

In Paper 7100/1A, answer ALL questions in the spaces provided.

In Paper 7100/1B, answer TWO questions in the spaces provided.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 4 questions in this question paper. The total mark for Paper 7100/1A is 60 and 40 for this Paper 7100/1B.

There are 16 pages in this question paper. Any blank pages are indicated.

Paper 7100/1A carries 60% of the total marks and Paper 7100/1B carries 40%.

Advice to Candidates

Write your answers neatly and in good English.

In Paper 7100/1B organise your material and present your ideas in a clear and logical form. Calculators may be used.

Total for	
Question	
Paper	

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7100/1A					
Question Number	Leave Blank				
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
Total for Section A					

Examiner's use only

7100/1B

Question Number	Leave Blank
1	
2	
3	
4	
Total for Section B	

Turn over



W850/7100/57570 7/4/4/2/

Leave blank

(2)

SECTION B

Answer TWO questions only from this section.

You are advised to spend approximately 60 minutes answering the two questions from this section.

Put a cross in the box indicating the question that you have chosen (\boxtimes) . If you change your mind, put a line through the box (\boxtimes) and then put a cross in the other box (\boxtimes) .

Chosen Question Number: Question $1 \square$

1.		mall retail shop selling food and general household goods has falling sales and profits. shop is situated near to a supermarket which opened two years ago.
	(a)	Identify two ways by which the owner of the retail shop could advertise to attract new customers.

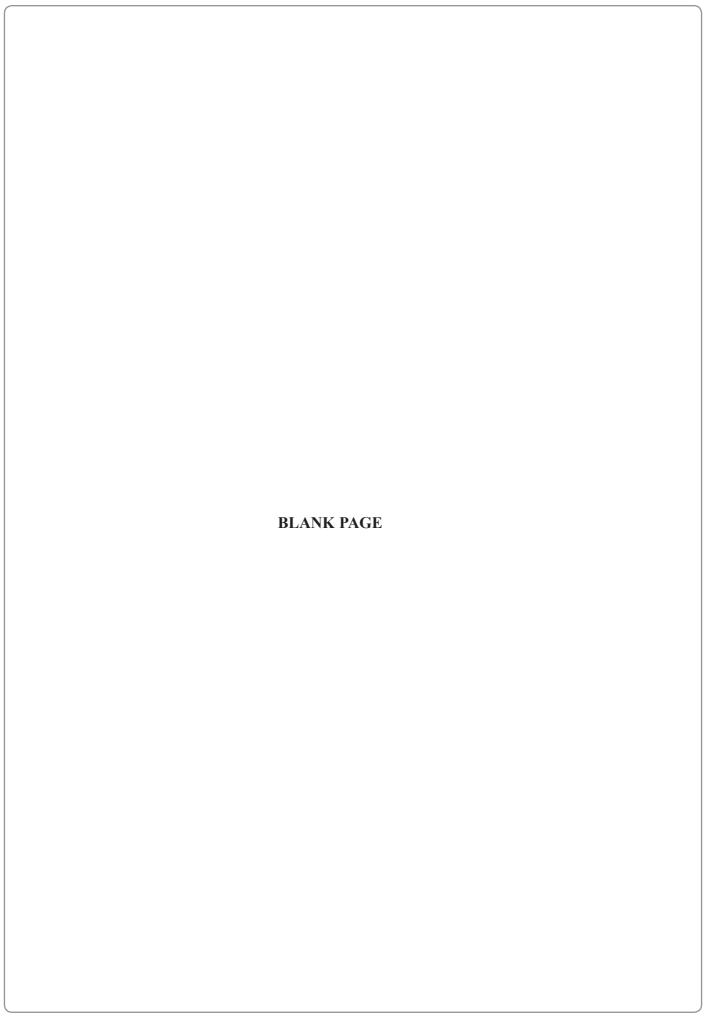
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		(6

 	 (
	(Total 20 mark



(6)

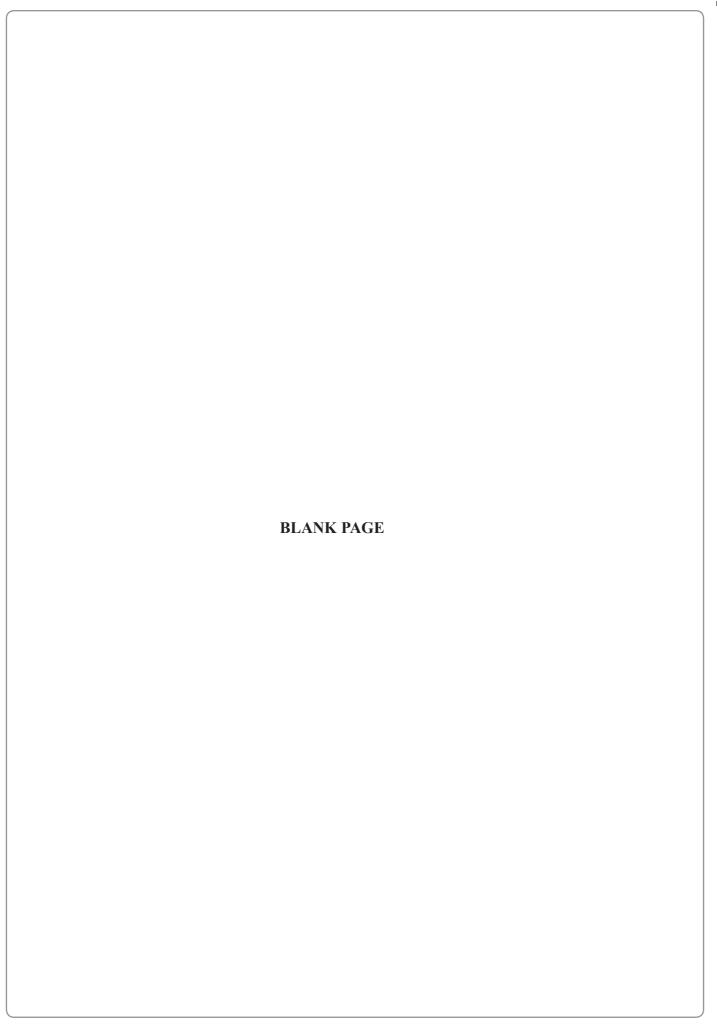
Explain why the insurance company may not pay the £10 000 claimed by Mr Zazini.		000 from his insurance company.
(6)	d)	Explain why the insurance company may not pay the £10 000 claimed by Mr Zazini.
(6)		
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		(6)
(Total 20 marks)		(Total 20 marks)





(6)

Assess the risks to Mrs Goma from buying too many goods on credit.
(Total 20 marks



Ch	osen	Question Number: Question 4 🗆
4.	Mo	st goods traded between countries are transported by sea and air.
	(a)	Identify two different types of goods most likely to be transported by air.
		(2)
	(b)	Explain the important ways in which air transport has developed over the past
	(0)	50 years.
		(6)
		(0)

Explain why transport is important to trade.	
======================================	
	(6)
	(T 120
	(Total 20 marks)
TOTAL	(Total 20 marks) FOR SECTION B: 40 MARKS
TOTAL END	

