

General Certificate of Education
June 2006
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 3

BUS3

Monday 5 June 2006 1.30 pm to 2.30 pm

For this paper you must have:

- a clean copy of the Case Study (enclosed)
- an 8-page answer book

You may use a calculator.

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is BUS3.
- Answer **all** questions.
- Do all rough work in the answer book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 53.
3 of these marks are for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

Answer **all** questions.

Where appropriate, use examples from the Case Study to support your answers.

- 1 Explain **two** possible reasons why Billy and Michelle decided to set up *S4U* as a private limited company (**Section B**). *(6 marks)*

- 2 Analyse **two** possible implications for *S4U* of the forecast changes in interest rates for 2006 and 2007 (**Table 3, Section E**). *(8 marks)*

- 3 Billy conducted some secondary research and Michelle surveyed a sample of her clients (**Section B**). To what extent was this market research crucial in helping them in identifying the opportunity to make *S4U* a success? *(15 marks)*

- 4 Identify and explain how **one** stakeholder group of *S4U* might have benefited from the business achieving the objectives that were agreed in Spring 2005 (**Section E**). *(6 marks)*

- 5 Discuss the extent to which the performance of *S4U* was affected by technological change. *(15 marks)*

END OF QUESTIONS