Centre No.						Paper Reference				Surname	Initial(s)			
Candidate No.						6	1	2	2	/	0	1	Signature	
	Paper Reference(s)													

6122/01

Edexcel GCE

Business Studies (8076)

Unit 2: Marketing and Production **Advanced Subsidiary**

Monday 4 June 2007 – Afternoon

Time: 1 hour

Materials required for examination	Items included with question papers
Nil	Context

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In the boxes above, write your centre number, candidate number, the paper reference, your surname and initials, and your signature. The paper reference is shown above. If more than one paper reference is shown, you should write the reference of the paper for which you have been entered. Check that you have the correct question paper.

Answer ALL questions. Write your answers in the spaces provided in this question paper. Show all the steps in any calculations and state the units.

Do not return the context with the question paper.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 3 questions in this question paper. The total mark for this paper is 63.

There are 12 pages in this question paper. Any blank pages are indicated.

There are up to 3 marks for the quality of written communication.

Calculators may be used.

Dictionaries may **not** be used in this examination.

Advice to Candidates

You must ensure that your answers to parts of the questions are clearly numbered.

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Examiner's use only

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Total

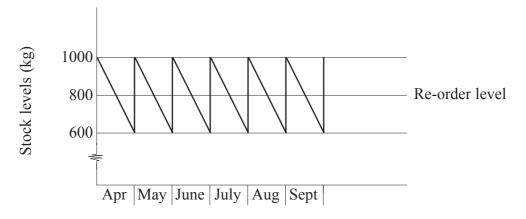


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Answer ALL questions

Stock control chart for monthly stocks of flour at a National Trust tea room



Time (in months)

- **1.** (a) Using calculations based on the stock control chart above, describe what is meant by the following:
 - (i) the lead time
 - (ii) re-order quantity

for monthly stocks of flour at a National Trust tea room.

(4)

(b) Analyse the implications for a manager of a National Trust tea room of adopting a Just In Time approach to the holding of all stocks. **(6)**

Leave blank

(10
(Total 20 marks

Leave

Leave blank 2. (a) With the aid of an example, define the term public relations as an element of the promotional mix. (b) Analyse the effectiveness of using public relations as a method of promotion for the **National Trust. (7)**



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Leave

Leave blank 3. (a) Analyse why using socio-economic classification to segment its market might be beneficial to the National Trust. **(8)**



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(12)	Q3
(Total 20 marks)	
Quality of Written Communication: 3 marks TOTAL FOR PAPER: 63 MARKS	
END	



