									Surname	Initial(s)
Centre No.		Paper Reference								
Candidate		6	1	2	4	/	0	1	Signature	000 1

6124/01

Edexcel GCE

Business Studies (9076)

Unit 4: Analysis and Decision Making

Advanced

Wednesday 11 June 2008 – Morning

Time: 1 hour 15 minutes

Materials required for examination Calculator

Items included with question papers

Instructions to Candidates

In the boxes above, write your centre number, candidate number, the paper reference, your surname and initials, and your signature.

Check that you have the correct question paper.

Answer ALL questions. Write your answers in the spaces provided in this question paper.

Do not use pencil. Use blue or black ink.

Show all the steps in any calculations and state the units.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2).

There are 2 question in this question paper. The total mark for this paper is 84.

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

There are up to 4 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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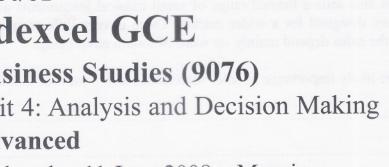


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Total





Examiner's use only Team Leader's use only

Question

1

Leave

2

Answer ALL questions

1. Golden Oldies is a well established small business owned by Jake, who sells classic pop records from the 1950s and 1960s. Its market is small but it has recently started to sell records over the internet and this is proving to be a great success.

Golden Oldies also sells a limited range of small musical instruments and sheet music. These items are designed for a wider market. There is very little competition for these products and the sales depend mainly on word of mouth advertising.

Assess the likely importance of sales forecasting techniques for Golden Oldies.
Wednesday 11 June 2008 – Morning Time 1 hour 15 minutes
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(a)



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(20)

The sale of musical instruments was introduced into the business in January 2007. Budgeted and actual sales figures for these instruments in 2007 were as follows.

	Bud	Actual		
Period	Number of units	Average Unit Price £	Revenue	
January–April	1 000	50	42 150	
May-August	1 500	40	54 500	
September-December	2500	30	78350	

(b) (1)	musical instruments in 2007, stating whether they are adverse or favourable.
	(8)





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	(12)	Q1
	(Total 40 marks)	

a)	Assess whether adopting cost and profit centres for his business might be appropriate for Jake.
	NO
	rate is considera e employing a web designer to oversee the malaneage of the flows

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(16)



Jake has decided to move to larger shop premises to allow greater storage space in order to develop his internet business and to provide an office for the web designer. The following Gantt chart has been constructed to support Jake's planned move.

Activity		Week											
	1	2	3	4	5	6	7	8	9	10	11	12	
Arrange shop rental	X	X	X	X	X	X							
Fit out shop							X	X	X	X			
Move stock in										X	X		
Advertise for web designer	X	X	X	X									
Interview potential applicants					X	X	X	X					
Staff training											X	X	

(c)	Analyse whether the above Gantt chart is appropriate for Jake to support his planned move to larger shop premises.



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(8)	Q2	-
		-
(Total 40 marks)		-
Quality of Written Communication: 4 marks TOTAL FOR PAPER: 84 MARKS		
END		
		-
		1



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