

General Certificate of Education  
January 2005  
Advanced Subsidiary Examination



**BUSINESS STUDIES**  
**Unit 2**

**BUS2**

Wednesday 12 January 2005 Afternoon Session

**In addition to this paper you will require:**

- 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 BUS2.
- 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.
- Mark allocations are shown in brackets.
- You will be assessed on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary, where appropriate. The degree of legibility of your handwriting and the level of accuracy of your spelling, punctuation and grammar will also be taken into account.
- Up to 3 marks will be awarded for the quality of your written communication.

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Answer **all** questions.

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- 1 Explain **two** possible problems for *Sounds Perfect Ltd* of using internal recruitment for most positions of responsibility. (See Section C.) (6 marks)
- 2 Outline **two** possible advantages to *Sounds Perfect Ltd* of shorter product development times. (See Sections C and F.) (6 marks)
- 3 To what extent do you agree with Kate's view that without a formal organisational structure *Sounds Perfect Ltd* would not have survived beyond the first few years? (15 marks)
- 4 Analyse the possible problems *Sounds Perfect Ltd* might experience if it introduces cell production. (8 marks)
- 5 Discuss how effective the company's approach to Quality Control has been in ensuring the continued success of *Sounds Perfect Ltd*. (15 marks)

**END OF QUESTIONS**