

General Certificate of Education
June 2008
Advanced Subsidiary Examination



BUSINESS STUDIES
Unit 3

BUS3R

Thursday 22 May 2008 9.00 am to 10.00 am

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 black ink or black 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 R.
- Answer **all** questions.
- Do all rough work in the answer book. Cross through any work you do not want to be marked.

Information

- The maximum mark for this paper is 53.
Three of these marks will be awarded for using good English, organising information clearly and using specialist vocabulary where appropriate.
- The marks for questions are shown in brackets.

Answer **all** questions.

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

- 1 Explain **two** factors that helped *Mobeen*'s Tottenham restaurant to build a customer base.
(6 marks)
- 2 Explain **two** benefits that *Mobeen* might have gained from increasing its use of technology.
(6 marks)
- 3 To what extent did conflict between *Mobeen*'s different stakeholder groups affect the growth of the business?
(15 marks)
- 4 Mark stated, "We can raise enough share capital to finance our European venture." Analyse **two internal** factors (strengths or weaknesses) that might influence *Mobeen*'s ability to attract new shareholders to finance the proposed European venture.
(8 marks)
- 5 Refer to the economic forecast for the Eurozone in **Table 2 (Section F)**. To what extent might the **2008–09** forecasts for Eurozone unemployment **and** Euros to the £ influence the possible success of the proposal to open restaurants in Europe?
(15 marks)

END OF QUESTIONS