

Candidate Name	Centre Number	Candidate Number
		2



GCE AS/A level

1081/01

BUSINESS STUDIES

BS1

P.M. MONDAY, 16 May 2011

1¼ hours

For Examiner's Use Only		
Question	Maximum Mark	Examiner's Mark
1	4	
2	10	
3	12	
4	8	
5	16	
Total	50	

1081/01

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** the questions in the spaces provided.

Write your name, centre number and candidate number in the spaces at the top of this page.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

You are reminded that assessment will take into account the quality of written communication used in answers that involve extended writing (question 5(b)).

Answer all the questions in the spaces provided.

1. CHANCELLOR OF THE EXCHEQUER ANNOUNCES SEVERE CUTS IN PUBLIC SECTOR SPENDING

Explain, with the aid of examples, the meaning of the *'public sector'*. [4]

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Total Mark /4

2. ANGLESEY FARM FOODS

Four years ago, 56 year-old former midwife, Angharad Holmes moved back to her roots in Anglesey after inheriting the run-down farm that had been in her family since 1806. Today, Angharad has turned the 70-acre Sarn Frait farm into a booming organic business, rearing hens and making jams. Angharad said 'in this **niche market** people really like to know where their food comes from and how it is farmed'. She launched her brand of jams last August at the Anglesey Show with sell-out results. Her latest product is butter made from Anglesey milk and sea salt.

Adapted from Footprint, Autumn 2009

(a) Suggest which method of production would be most appropriate for Angharad when making her jams. Give reasons for your answer. [4]

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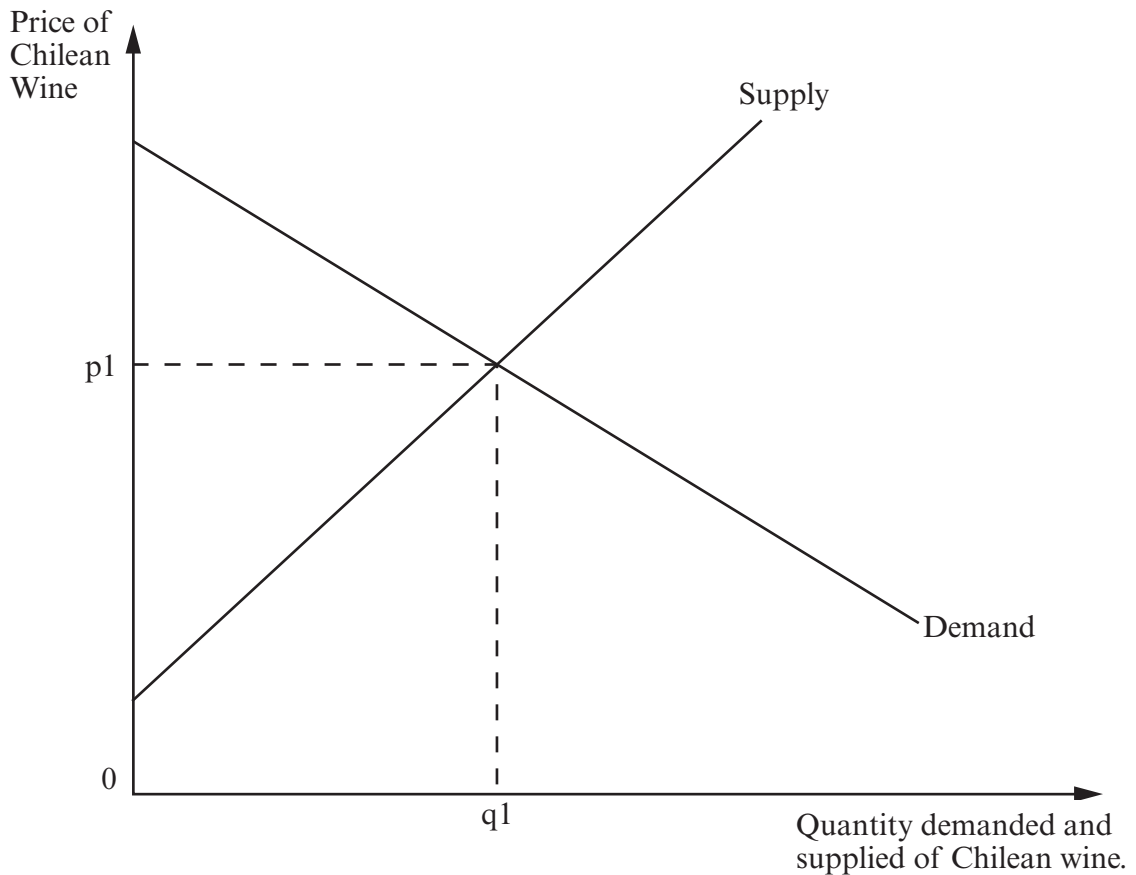
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3. CHILE'S WINE INDUSTRY DEVASTATED BY QUAKE

The earthquake on 28 February 2010 destroyed major parts of Chile's Central Valley. Southern ports were closed and, inside dozens of wine stores, a river of wine soaked into the soil. The big wine storage vats toppled over and wine stored in barrels rolled off the racks, cracked open or popped their seals. Initial estimates put the quantity of lost wine at 12% of wine production and 20% of Chile's stored wine, but the true figure is likely to be much higher than this.

Adapted from The Guardian, 04 March 2010

(a) Adapt the diagram below and explain why the price of Chilean wine might rise. [4]



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