

Monday 14 January 2019 – Morning

LEVEL 3 CAMBRIDGE TECHNICAL IN BUSINESS

05834/05835/05836/05837/05878 Unit 3: Business decisions

Duration: 1 hour 30 minutes
C423/1901



You must have:

- a clean copy of the pre-release (Insert C424)

You may use:

- a calculator

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

- INSTRUCTIONS**
- Use black ink.
 - Complete the boxes above with your name, centre number, candidate number and date of birth.
 - Answer **all** the questions.
 - Write your answer to each question in the space provided.
 - If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

- INFORMATION**
- The total mark for this paper is **60**.
 - The marks for each question are shown in brackets [].
 - This document consists of **12** pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/8
2	/6
3	/6
4	/6
5	/12
6	/6
7	/16
Total	/60

Answer **all** the questions.

- 1 (a) Carl is concerned that *Chalk Coast Fishing Museum (CCFM)* is not keeping pace with current trends and developments in the leisure market.

Identify **two** possible changes in the leisure market that could reduce the number of visitors to the museum.

1.....
.....

2.....
.....

[2]

- (b) Explain how Carl's own attitude to risk could influence his decision about the future of *CCFM*.

.....
.....
.....
.....

[2]

- (c) Carl has found the following report in his local library:
"Terminal decline – why museums need funding support now!"
A report by the National Society of Independent Museums, 2007.

Carl is considering using this report to help him choose between options 1, 2 and 3. Explain **two** reasons why the validity of this information might be limited.

1.....
.....
.....
.....

2.....
.....
.....
.....

[4]

(b) Carl has conducted research into the current users of the museum.

Over a two-week period Carl asked every visitor their age. Carl asked 600 visitors. 540 gave their age.

Carl has summarised the results in a pie chart, see Fig. 1 below.

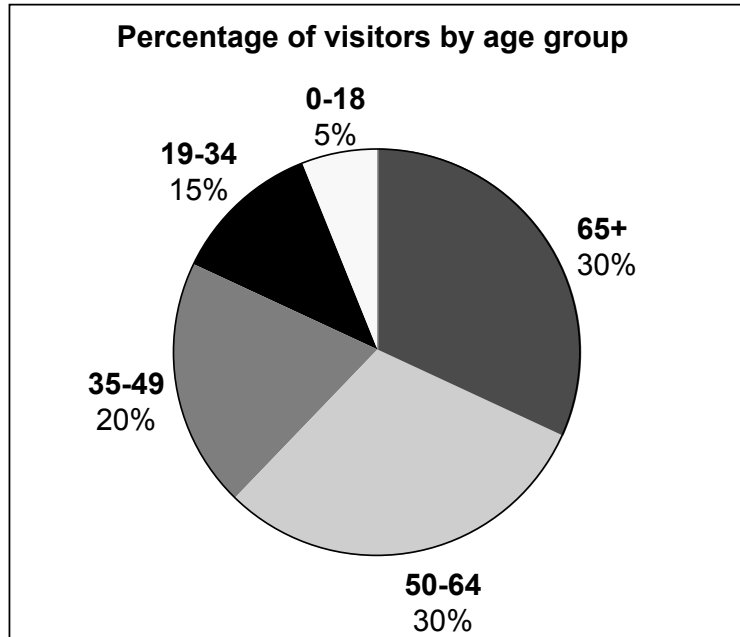


Fig. 1

(i) How many visitors gave their age as 65 or older?

Answer:[1]

(ii) State **one** reason why the pie chart in Fig. 1 may give misleading information.

.....
.....
.....[1]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s).
The question number(s) must be clearly shown in the margin(s) – for example 1(a) or 2(b).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.



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