

Write your name here

Surname

Other names

**Edexcel  
Principal Learning**

Centre Number

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Candidate Number

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# Retail Business

**Level 2**

**Unit 1: Exploring Retail**

Friday 1 June 2012 – Morning

**Time: 1 hour 15 minutes**

Paper Reference

**RB201/01**

**You do not need any other materials.**

Total Marks

## Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

## Information

- The total mark for this paper is 50.
- You may use a calculator.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

## Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**PEARSON**

**Answer ALL questions.**

***Fruitland***

*Fruitland* is a chain of small fruit and vegetable shops in the north of England.

The owners, Jugraj and Pargat Singh, are very proud of the way they look after their customers and staff and support the local community.

Jugraj said "I have never been one for internationalisation, I just want a successful local business. I always try to look after my customers and I fully support those businesses that embrace corporate social responsibility and all that this means."



**Answer questions 1 (a) to 1 (e) which relate to *Fruitland*.**

**1** (a) Outline how a donation given by *Fruitland* to a local charity could impact on the community.

(2)

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(b) Identify **one** way in which a *Fruitland* store could impact on its local economy.

(1)

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(c) Identify **three** ways in which a *Fruitland* store could impact on its local environment.

(3)

1 .....

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2 .....

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3 .....

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(d) Outline what is meant by the term **internationalisation**.

(2)

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(e) Outline **two** benefits to *Fruitland* of conducting business in a socially responsible way.

(4)

1 .....

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2 .....

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(Total for Question 1 = 12 marks)



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### ***Brenington Motors***

*Brenington Motors* is a chain of car dealerships that operate throughout the UK.

It employs 16 staff in each dealership and are open from 8 am till 7 pm every day. There are equal numbers of male and female staff with ages ranging from 16 to 70.

*Brenington Motors* believe that staff training is very important if staff are to possess excellent customer service skills and give a first class service.



**Answer questions 2 (a) to 2 (d) which relate to *Brenington Motors*.**

**2** (a) State **two** benefits to *Brenington Motors* of employing staff aged between 16 and 70. (2)

1 .....

2 .....

(b) Outline why excellent customer service skills are important at *Brenington Motors*. (2)

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(c) Managers at *Brenington Motors* want to extend dealership opening hours until 10 pm every day.

Outline **two** employee rights that *Brenington Motors* will need to consider when extending their opening hours.

(4)

1 .....

2 .....

(d) Outline **two** ways in which the performance of staff can be monitored. (4)

1 .....

2 .....

**(Total for Question 2 = 12 marks)**



**Libber Books**

*Libber Books* is a second-hand bookshop located in a secondary location in a small town.

The business is owned by two friends, Roz Libber and Hattie Cook, who operate it as a partnership. They obtain feedback from their customers regularly by using customer surveys.





Answer questions 3 (a) to 3 (d) which relate to *Libber Books*.

3 (a) State what is meant by a **secondary location**.

(1)

Question 3 (b) must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

The table below shows book sales for the summer season in 2010 and 2011.

Month	Sales (£) 2010	Sales (£) 2011
June	30,000	35,000
July	25,000	22,000
August	35,000	34,000
September	30,000	31,000

(b) Which would be the **most** appropriate method of displaying the trends in this information?

(1)

<b>A</b>	Scatter plot	<input type="checkbox"/>
<b>B</b>	Line graph	<input type="checkbox"/>
<b>C</b>	Frequency table	<input type="checkbox"/>
<b>D</b>	Pie chart	<input type="checkbox"/>



(c) Explain why **customer satisfaction** can be an important measure of performance for *Libber Books*.

(4)

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*Libber Books* is a partnership between two friends.

(d) Discuss the possible reasons why Roz and Hattie chose a partnership as the form of ownership for *Libber Books*.

(6)

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**(Total for Question 3 = 12 marks)**



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### ***Botanicastical***

*Botanicastical* is a chain of 11 garden centres. Each branch is laid out in a similar way and features a small coffee bar for customer use. Each branch also has a small range of soft drinks near the coffee bar. This was introduced in response to customer requests.

The owners of *Botanicastical* are reviewing the annual pay of their managers. Currently, in addition to their annual pay, managers earn a bonus which is linked to the garden centre's performance.

*Botanicastical* has been given the opportunity to buy a store from a DIY retailer experiencing financial problems. They are going to convert this store into a *Botanicastical* garden centre.



**Answer questions 4 (a) to 4 (c) which relate to *Botanicastical*.**

- 4** The table below shows the annual pay, including the bonus, of the 11 store managers. The owners of *Botanicastical* want to use the median value to find out the average pay of their store managers for 2011.

<b>Manager</b>	<b>Pay of the store managers in the 11 stores for 2011 (£)</b>
Peter	21000
Claire	22000
Emy	22500
Leroy	21000
Charlotte	65000
Tomos	25000
Tony	20500
Majid	23000
Luisa	25500
Beverley	24500
Nadia	24000

- (a) What is the median value?

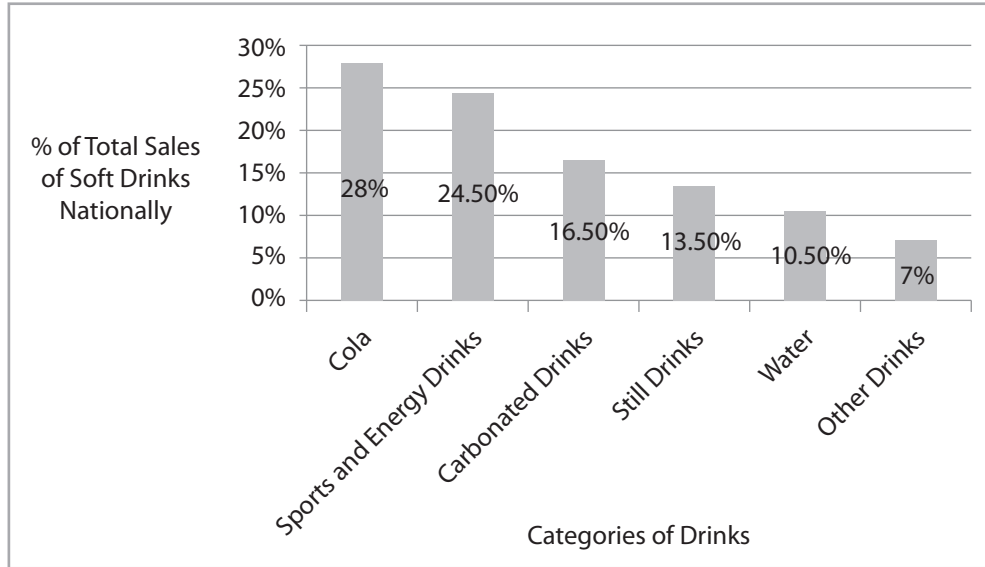
(2)

Show your workings



The owners of *Botanicastical* have been disappointed by the sales of soft drinks during the first year of their introduction.

The table below shows the national sales performance of different categories of drinks in the UK in 2011.



(b) Explain how this information can help the owners of *Botanicastical* to improve the sales of soft drinks in their garden centres.

(4)

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