

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
TOTAL	



General Certificate of Secondary Education
Specimen Paper

Business Subjects and Economics

4130/13

Unit 13 Business Start Up

Written Paper

You will need no other materials.

You may use a calculator.

Time allowed

- 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- You must answer the questions in the space provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 40.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in questions 1 (c) and 2 (c).



Barcode

4130/13

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

Total for this question: 16 marks

1 Read **Item A** and then answer the questions that follow.

Item A

Rachel has worked for three years as a hair stylist in Dollington's only hairdressing salon. The salon has been established for many years and their customers are mainly the pensioners who live in the town. She feels she is now ready to open her own salon and is considering two possible options:

- opening a shop under her own name
- buying a franchise from the hairdressing chain Stevie & Tom.

The franchise from Stevie and Tom would provide brand name products and a modern image for the salon. Rachel believes that she could provide better customer service in order to attract people into her salon. She plans to finance the start-up of her salon with a bank loan.

1 (a) What is meant by a 'bank loan'?

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(2 marks)

(Extra space)

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1 (b) Explain **two** ways Rachel could offer a better customer service at her hairdressing salon than the existing salon.

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(4 marks)

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Question 1 continues on the next page



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16

Turn over for the next question



Turn over ►

Total for this question: 24 marks

2 Read **Item B** and then answer the questions that follow.

Item B

Ray and John operate as a business partnership called *Good-as-New*, which repairs the damaged bodywork of cars following accidents. They employ three mechanics who have worked for them for a number of years.

Ray and John want to increase their sales by 50 per cent over the next two years. To enable them to carry out this additional work they are intending to modernise the facilities and employ another mechanic. They will also need to find ways to motivate their mechanics.

2 (a) What is meant by a ‘business objective’?

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(Extra space) *(2 marks)*

2 (b) Give a suitable ‘business objective’ for Ray and John.

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(Extra space) *(2 marks)*



- 2** (c) Explain **two** advantages to Ray and John of working as a partnership, rather than having **two** separate businesses.

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(4 marks)

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Question 2 continues on the next page



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2 (d) Explain **two** suitable ways Ray and John might use to motivate their mechanics.

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2 (e) Would *Good-as-New's* profits increase if the business achieved its objective of increased sales? Give reasons for your answer.

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END OF QUESTIONS



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