

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2004



BUSINESS STUDIES SPECIFICATION B 3133/9/1F
BUSINESS STUDIES SPECIFICATION B (SHORT COURSE)
Foundation Tier
Paper 1

F

Thursday 17 June 2004 9.00 am to 10.15 am

In addition to this paper you will require:
a case study booklet (enclosed).
You may use a calculator.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

Time allowed: 1 hour 15 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions in the spaces provided.
- Do all rough work in this book. Cross through work you do not want marked.
- If you need additional space, you should continue your answers at the end of this book, indicating clearly which question you are answering.

Information

- The maximum mark for this paper is 105.
- Mark allocations are shown in brackets.
- You should use examples wherever appropriate to support your explanations or argument.
- In addition to the mark allocations indicated within the paper, you will be awarded up to 5 marks for your ability to organise and present information, ideas, descriptions and arguments clearly and logically. Account will be taken of your use of grammar, punctuation and spelling.

Advice

- Read the case study before attempting to answer the questions.

2 Explain the term 'product diversification'.

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(4 marks)

$\frac{\quad}{4}$

TURN OVER FOR THE NEXT QUESTION

Turn over ►

Read and use **Data D** to help you answer Questions 8 to 10.

8 Showing your working, calculate Dewdrops plc's gross profit to sales revenue ratio in 1999.

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(5 marks)

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9 Showing your working, calculate Dewdrops plc's net profit in 1999.

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(4 marks)

$\frac{\quad}{4}$

Turn over ►

