

Surname											Other Names									
Centre Number												Candidate Number								
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For Examiner's Use

General Certificate of Secondary Education
June 2008

BUSINESS STUDIES SPECIFICATION B
Paper 3
Foundation Tier

3133/3F
F



Monday 16 June 2008 1.30 pm to 2.45 pm

You will need no other materials.

Time allowed: 1 hour and 15 minutes

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 spaces 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 maximum mark for this paper is 94.
Four of these marks are for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- You should use examples wherever appropriate to support your explanations or arguments.
- 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 all answers.

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



Answer **all** questions.

Read and use **Data A** to help you answer Questions 1 to 3.

Data A

Peter Jackson is a sole trader who owns *Tall Trees*. It is a successful garden centre that he has built up and expanded over the past ten years. It sells a variety of plants, garden tools, fertiliser, and other gardening accessories. The plants are grown on site and other products are bought from trade suppliers.

Peter has recently obtained planning permission from the local council to build a café. He thinks that this will greatly increase the sales revenue of *Tall Trees*. He has estimated that it will cost £180 000 to build and equip the café. His accountant has advised him to consider turning *Tall Trees* into a private limited company. This will allow him to attract new shareholders in order to raise the necessary finance.

1 (a) Explain what is meant by the term ‘private limited company’.

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1 (b) Compare the advantages and disadvantages to Peter of changing *Tall Trees* into a private limited company.

Dotted lines for student response.

(8 marks)

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Dotted lines for extra response space.

Turn over ►



2 Peter has decided that he should go and look at the cafés in other garden centres.

State **three** different pieces of information that Peter might be looking for when visiting these cafés. Explain how each would be of help to him in setting up the café.

Item 1.....
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Explanation.....
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Item 2.....
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Item 3.....
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Peter’s accountant has advised him to produce a detailed business plan for the new café’s first year of operation.

3 (a) Describe **two** important parts of a business plan.

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Question 3 continues on the next page

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3 (b) Explain whether or not the business plan will help Peter to make the café a success.

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Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Read and use **Data B** to help you answer Questions 4 and 5.

Data B

When Peter first opened *Tall Trees*, his business objectives were to survive the first six months and to break even by the end of the first year. With the addition of the café in the near future, he realises that he will need to set new objectives. One of these objectives is the growth of the business.

4 Explain why it is important for a business to set objectives.

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5 Explain **two** benefits of growth to *Tall Trees*.

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Read and use **Data C** to help you answer Questions 6 to 10.

Data C

Peter needs to recruit staff with suitable skills and experience to work in the café. He is considering using the following methods to recruit three full-time and six part-time staff:

1. advertise in the local newspaper;
2. put notices up at *Tall Trees* garden centre;
3. contact local schools and colleges.



7 Peter realises that he will need to train the three full-time and the six part-time staff he will be recruiting for the new café.

Describe **two** methods of training that Peter could use.

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8 (a) Describe **three** areas in which Peter will need to train his new café staff.

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8 (b) Advise Peter which area might be the most important and justify your answer.

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9 *Tall Trees* has a number of competitors who already have cafés. Briefly explain how a competitor might react to the opening of the new café.

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Turn over ►



10 Three local factories, which employed 600 workers, have recently closed.

Explain **two** ways in which *Tall Trees* might be affected by the factory closures. Advise Peter on whether or not he should still continue with his plans to open the café.

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(12 marks)

END OF QUESTIONS

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