

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2004



BUSINESS STUDIES SPECIFICATION B 3133/9/2H
BUSINESS STUDIES SPECIFICATION B (SHORT COURSE)
Higher Tier
Paper 2

H

Monday 21 June 2004 1.30 pm to 2.30 pm

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

Time allowed: 1 hour

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer the task in the space provided.
- Do all rough work in this book. Cross through any work you do not want marked.

Information

- The maximum mark for this paper is 59.
- The marking criteria and the allocation of marks are given on page 2.
- You should use examples wherever appropriate to support your explanations or argument.
- You will be awarded up to 3 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 task.
- You are advised to spend 15 minutes reading the task, reading through all the data in the case study and identifying parts of the data that you might use in your written report.
- You are advised to spend up to 45 minutes writing the report.

For Examiner's Use			
Number	Mark	Number	Mark
A			
B			
C			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

Billy Thomas lives in Hopeton and has recently been made redundant. He is a skilled electrician and plumber who had worked for a large public limited company, installing and servicing washing machines. Billy is quite pleased to have been made redundant. He is 48 years old and had felt that his job had changed greatly over the past ten years. He had increasingly been asked to fill in paperwork rather than going out and dealing with customers, which is what he had enjoyed most about his job. Having lost his job, Billy received several thousand pounds in a redundancy payment as he had worked for the company for 20 years.

Billy is thinking about starting his own electrical and plumbing business, repairing and installing a variety of domestic appliances. Several of his old customers have already contacted him and he feels confident that there is sufficient demand for his services. In the first year, Billy will have to buy a van and most of his tools, but he is happy to use his redundancy money for this.



Your role

You are a business adviser whom Billy has asked for advice.

Your task

If Billy is to make further progress with his plans, he will need to do a lot more research. He will need to think about what he would gain from running his own business and about the possible problems he may face. Use the data and your own knowledge and understanding of business studies to write a report for Billy.

Your report should:

- describe the information that Billy will need before proceeding with his new business;
- explain the possible reasons why Billy should start his own business;
- explain whether Billy should be worried about any risks in starting his own business;
- give Billy some overall advice on whether to become self-employed.

Your report will be assessed on your ability to:

- select, organise, interpret and use information to analyse the business problem; (20 marks)
- apply your knowledge and understanding of appropriate terms, concepts, theories and methods to address the problem; (16 marks)
- evaluate evidence, make reasoned judgements, and present accurate and appropriate conclusions; (20 marks)
- demonstrate appropriate quality of written communication. (3 marks)

(Total: 59 marks)

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Turn over ►

