

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank
-------------

General Certificate of Secondary Education  
June 2005



**BUSINESS STUDIES SPECIFICATION B 3133/9/1H**  
**BUSINESS STUDIES SPECIFICATION B (SHORT COURSE)**  
**Higher Tier**  
**Paper 1**

**H**

Friday 17 June 2005 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.

Answer **all** questions.

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

- 1 Explain what is meant by a ‘business objective’. Use possible examples from **Data A** to illustrate your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

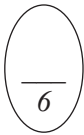
.....

.....

.....

.....

(6 marks)



- 2 Explain the disadvantages to the owners of *Brighter Gardens Ltd* of changing from a private limited company into a public limited company.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)



**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ▶

3 Explain how *Brighter Gardens* might have benefited from ‘economies of scale’.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

$\frac{\quad}{6}$

Read and use **Data B** to help you answer Questions 4 to 8.

4 Explain what is meant by ‘fixed assets’. Illustrate your answer with examples.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

$\frac{\quad}{4}$

5 What are ‘debtors’?

.....

.....

.....

.....

(2 marks)

$\frac{\quad}{2}$

**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ►

6 Calculate *Brighter Gardens plc's* acid test ratio for 2003. Show your working.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5



Read and use **Data C** to help you answer Questions 8 and 9.

8 (a) What is meant by a ‘SWOT analysis’? Use **Data C** to illustrate your answer.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(8 marks)

(b) Explain what conclusions *Brighter Gardens plc* might have drawn from its SWOT analysis.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(8 marks)





Read and use **Data D** to help you answer Questions 10 and 11.

- 10** Describe **two** appropriate ways for *Brighter Gardens plc* to carry out market research when planning the promotional launch of one of its redeveloped garden centres. Explain which you think will be the most effective, giving detailed reasons to justify your choice.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(12 marks)



