

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2005



BUSINESS STUDIES SPECIFICATION B
Higher Tier
Paper 3

3133/3H

H

Tuesday 28 June 2005 1.30 pm to 2.45 pm

No additional materials are required.
You may use a calculator.

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 any 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 arguments.
- You will be awarded up to 5 marks for the quality of your written communication, including spelling, punctuation and grammar.

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

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

- 1 Read the information below and answer the questions that follow.

MacB's



MacB's has a chain of 120 restaurants in the UK. They serve a traditional takeaway and eat-in menu of burgers, chicken portions, chips, doughnuts, apple pies and ice cream.

All 120 restaurants are run as franchises. The franchise agreement grants to the franchisee the right to operate a specific branch of MacB's at a single address for a period of 25 years. The franchisee needs to raise £150 000 to set up the restaurant. The franchiser, MacB's, permits the use of its trademarks, décor and signs, and provides specifications for food, suppliers, marketing and advice.

- (a) Explain what is meant by the term "franchise".

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(4 marks)

(e) MacB's needs to think about the methods that it could use to price the new healthier, low-fat burger. It is considering:

- cost plus pricing;
- creaming / skimming;
- loss leaders.

Describe the advantages and disadvantages to MacB's of using these methods. Explain which you think would be the most effective in persuading people to try the new burger.

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(12 marks)

2 Read the job advertisement below and answer the questions that follow.



WANTED

Park Ranger

Your duties will include building fences, managing forests, guiding tours for school groups and rescuing injured animals.

To apply, you will need at least 2 years' experience as a Park Ranger, and a degree or similar qualification in a countryside-related subject.

You should be prepared to work weekends and bank holidays on a rota system. You will be part of a team working in a friendly supportive environment.

- Salary between £14 000 p.a. and £16 000 p.a. depending on experience
- Subsidised staff accommodation is available

For further details and an application form, phone Helen on 01222 222247.

- (a) Possible applicants who contact Helen about the Park Ranger post are sent a job description and a person specification.

Explain why Welford County Council uses **both** a job description and a person specification.

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Turn over ▶

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(12 marks)

If you need additional space, you should continue your answers on this page, **indicating clearly which question you are answering.**
