Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2006

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

H

Tuesday 20 June 2006 1.30 pm to 2.30 pm

For this paper you must have:
- a case study booklet (enclosed).

You may use a calculator.

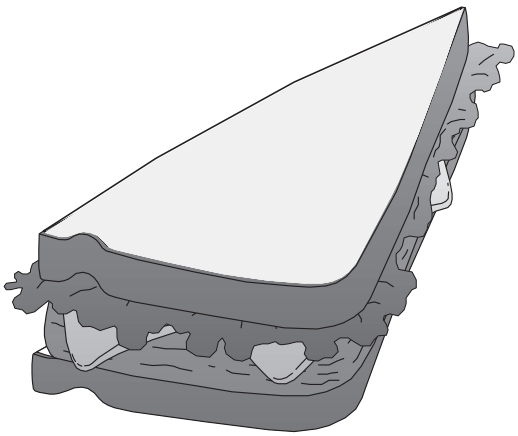
Time allowed: 1 hour

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.
  3 of these marks are for the Quality of Written Communication.
- 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 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.

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		C	
B			
Total (Column 1) →			
Total (Column 2) →			
Quality of Written Communication			
TOTAL			
Examiner's Initials			



'Sammy's Ltd' is a chain of sandwich shops. It has 30 outlets in prime High Street locations throughout central England. Its branches are spread from Birmingham in the West Midlands to Nottingham in the East Midlands. In recent years, sales have continued to grow but the rate of growth has begun to slow down.

Customers think of Sammy's Ltd as a cheap sandwich shop with a narrow choice of products of variable quality.

'PizzaWorld plc' is a successful chain of pizza restaurants. Most of its 65 restaurants are in Scotland and the north of England. PizzaWorld plc is now looking for opportunities to both diversify and geographically widen its markets to other areas of the UK.

Your role

You work for a business adviser. You have been appointed to give advice to the board of PizzaWorld plc on whether it should consider trying to buy Sammy's Ltd.

Your task

Use the data in the case study booklet and your knowledge of business studies to write a report for the board of directors of PizzaWorld plc.

Your report should:

- identify and describe the strengths and weaknesses of **Sammy's Ltd**;
- describe possible advantages and disadvantages to **PizzaWorld plc** of buying Sammy's Ltd;
- explain the most useful areas of market research information that PizzaWorld plc will require to help it to make its decision and justify the reasons for your choices;
- give the board of directors at PizzaWorld plc some overall advice on whether to buy Sammy's Ltd.

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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