

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank

General Certificate of Secondary Education
June 2006



BUSINESS STUDIES (SPECIFICATION B)
Paper 3
Higher Tier

3133/3H
H

Thursday 22 June 2006 9.00 am to 10.15 am

You will need no other materials.

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.
- Answer the 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.
- The marks for questions 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			

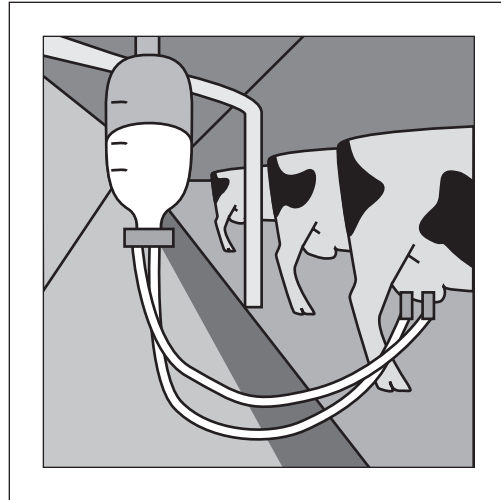
Answer **all** questions in the spaces provided.

1

Milk Campaign – Targets teenage girls

Milk is produced on thousands of different sized farms throughout the country. In 2005 the milk producers launched a £3m campaign to encourage teenage girls to drink more milk. The campaign included cinema, radio and magazine advertising.

They also gave away samples of milk and yoghurts in supermarkets across the country. The idea of targeting teenage girls was prompted by market research which found that 75% of girls between the ages of 10 and 20 were consuming less milk products than recommended by health experts.



(a) Explain what is meant by the term target market.

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

(4 marks)

(b) Explain why the milk producers would want to identify a target market before launching a £3m campaign.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

Turn over ▶

(d) Describe the advantages to milk producers of joining together for the marketing of their products.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

34

2

Glackin Glade Golf Club

Glackin Glade Golf Club Ltd was established by Phil Scorpio 20 years ago. It was built on a large 150 acre site, 10 miles away from a medium sized town.

The site now includes an 18-hole golf course and a club house containing a shop, bar and restaurant. It also includes a small hotel in need of modernisation. The Golf Club has a large membership with many members visiting at least once a week. Its nearest competitor is 25 miles away.

The Golf Club employs 14 full-time members of staff as well as some young part-time staff at the weekends. Phil manages the Golf Club himself and employs an assistant manager to look after the hotel, shop, restaurant and bar.

As the Golf Club is doing well, Phil now believes that the time is right to develop the hotel. It currently has 15 bedrooms but there are outbuildings that could be developed to provide a further 10 bedrooms.

(b) Explain how using a SWOT analysis could help Phil decide whether to go ahead with his plans to modernise and expand the hotel.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

(c) Glackin Glade Golf Club Ltd is considering two options in order to finance the development.

- Obtaining a Mortgage
- Using a combination of selling some surplus land and using retained profit

Compare the advantages and disadvantages of both of these options. Explain and justify which you think would be the best method.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(12 marks)

Turn over ▶

Following the development of the Hotel, Phil is keen to appoint a separate Hotel Manager. Phil had drawn up an advertisement for the new job of Hotel Manager.

GLACKIN GLADE GOLF CLUB LTD
are looking for a
HOTEL MANAGER

To manage our recently modernised and expanded hotel.

Excellent salary and fringe benefits package offered.
You must be prepared to work as part of a team
in this luxury complex.

Contact Phil Scorpio on 01911 117711

- (d) Describe the possible advantages and disadvantages of team working at Glackin Glade Golf Club Ltd. Explain and justify whether they should continue with this method of working.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(12 marks)

Turn over ▶

- (e) Discuss the benefits to both Phil and the Golf Club as a whole, of appointing a separate Hotel Manager. Explain whether these benefits will outweigh the disadvantages.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(12 marks)

(f) Explain what should be included in an induction programme for the new Hotel Manager.

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

(9 marks)

END OF QUESTIONS

A large rectangular area containing horizontal dotted lines for writing, enclosed by a solid border on the top, bottom, and right sides, and an open left side.

Turn over ▶

