Surname		Other Nam	es		
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General Certificate of Secondary Education June 2004

BUSINESS STUDIES SPECIFICATION B 3133/9/1F BUSINESS STUDIES SPECIFICATION B (SHORT COURSE) Foundation Tier Paper 1 ____



Thursday 17 June 2004 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.

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.

	For Exam	iner's Use	
Number	Mark	Number	Mark
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2			
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Answer all questions.

Read and use ${\bf Data} \ {\bf A}$ to help you answer Questions 1 to 4.

1	Describe the possible objectives which the owners had for Dewdrops Ltd in its early years, up to 1975.
	(9 marks)



2	Explain the term 'product diversification'.
	(4 marks)



TURN OVER FOR THE NEXT QUESTION

Explain the reasons why you think Dewdrops changed from being a private limited company to being a public limited company.
(9 marks)



3

Describe how the local community of Penwerris might have benefited from Dewdrops' decision to open a factory in their town.
(9 marks)



TURN OVER FOR THE NEXT QUESTION

4

Read and use **Data B** to help you answer Questions 5 and 6.

5	Describe the advantages and disadvantages of adding elements of flow production when making batches of clothes. Explain whether you think Dewdrops plc was right to do this.
	(12 marks)



Describe the possible advantages and disadvantages to Dewdrops of just-in-time stock co Explain how effective it might be in improving Dewdrops plc's efficiency.	ontrol.
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(12 n	narks)



Turn over

6

Read and use **Data** C to help you answer Question 7.

The traditional UK retailers considered responding to competition by:
• developing internet shopping;
• improving the quality of their clothes;
• introducing designer ranges.
Discuss the advantages and disadvantages of each of these methods, and explain which you think would be the most effective.



Read and use Data~D to help you answer Questions 8 to 10.

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	Explain whether you think the directors are correct in their view. Use your answers to questions 8 a ogether with figures from the data and any other calculations, to support your answer.
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Read and use all the data items to help you answer Question 11.

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