

Surname					Other Names				
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General Certificate of Secondary Education  
June 2005

**BUSINESS STUDIES SPECIFICATION B 3133/9/2F**  
**BUSINESS STUDIES SPECIFICATION B (SHORT COURSE)**  
**Foundation Tier**  
**Paper 2**



**F**

Tuesday 21 June 2005 1.30 pm to 2.30 pm

**In addition to this paper you will require:**  
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 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 59.
- 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 3 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.
- 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 answers.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
3			
4			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

Syrah Shaikh is a very successful businesswoman. She is the Managing Director of *Shaikh Shoes Ltd*, a company specialising in the production and retailing of high quality fashion footwear. Syrah began as a sole trader, with just one shoe shop, but her business has gradually expanded to become a highly recognised brand with strong customer loyalty.

A 'Shaikh' shoe is seen as a highly desirable designer label, representing high quality footwear at an above average price.

Syrah is now planning for the company's next few years and is considering whether a change of direction is needed. Shoes are produced in a factory on the outskirts of London and are currently sold in department stores and in ten specialist shops owned by *Shaikh Shoes Ltd*. These specialist shops are located in London and South-East England.

Syrah's company has been approached by Asco, a leading supermarket, and asked to produce a range of shoes suitable for its customers at a much cheaper price than her own 'Shaikh' designer label shoes.



If Syrah takes advantage of this approach from Asco, it will require a large increase in the size of her company.

### **Your role**

You work as a business adviser and have been appointed to give advice to Syrah.

### **Your task**

Use the data in the case study booklet and your knowledge of business studies to answer the questions on the following pages.







4 Should Syrah accept the approach from Asco? Make a recommendation, using the data to support your answer.

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(14 marks)

**END OF QUESTIONS**





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**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**