

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2006



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

F

Tuesday 20 June 2006 1.30 pm to 2.30 pm

<p>For this paper you must have:</p> <ul style="list-style-type: none"> a case study booklet (enclosed). <p>You may use a calculator.</p>

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 **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 59.
3 of these marks are for the Quality of Written Communication.
- The marks for questions are shown in brackets.
- 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

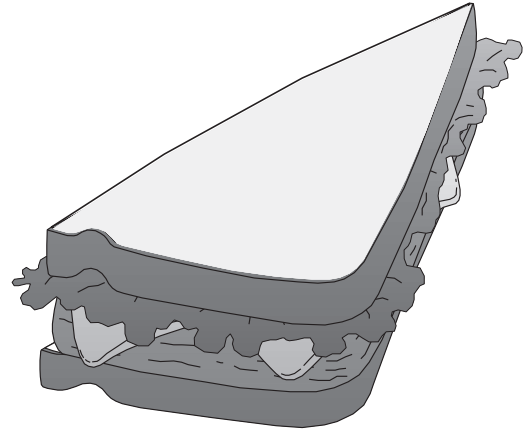
- Read the case study before attempting to answer the questions.
- You are advised to spend 15 minutes reading the task, reading through all the data in the case study and identifying parts of the data that you might use in answering the questions.
- You are advised to spend up to 45 minutes writing your answers.

For Examiner's Use			
Number	Mark	Number	Mark
1		3	
2		4	
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 answer the questions that follow.

Answer **all** questions

1 Identify and describe the strengths and weaknesses of **Sammy's Ltd.**

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(14 marks)

14

Turn over ▶

3 If PizzaWorld plc does buy Sammy’s Ltd, it will need to carry out market research to find out what the customers feel about the business and its products. Outline the **three** most useful areas of information that PizzaWorld plc will require to help it to make its decision. Explain the reasons for your choices.

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(14 marks)

14

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Dotted lines for writing.