

|                     |  |                  |  |
|---------------------|--|------------------|--|
| Surname             |  | Other Names      |  |
| Centre Number       |  | Candidate Number |  |
| Candidate Signature |  |                  |  |

|             |
|-------------|
| Leave blank |
|-------------|

General Certificate of Secondary Education  
June 2004



**BUSINESS STUDIES SPECIFICATION B 3133/9/1H**  
**BUSINESS STUDIES SPECIFICATION B (SHORT COURSE)**  
**Higher Tier**  
**Paper 1**

**H**

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.

| For Examiner's Use               |      |        |      |
|----------------------------------|------|--------|------|
| Number                           | Mark | Number | Mark |
| 1                                |      |        |      |
| 2                                |      |        |      |
| 3                                |      |        |      |
| 4                                |      |        |      |
| 5                                |      |        |      |
| 6                                |      |        |      |
| 7                                |      |        |      |
| 8                                |      |        |      |
| 9                                |      |        |      |
| 10                               |      |        |      |
|                                  |      |        |      |
|                                  |      |        |      |
| Total (Column 1)                 | →    |        |      |
| Total (Column 2)                 | →    |        |      |
| Quality of Written Communication |      |        |      |
| TOTAL                            |      |        |      |
| Examiner's Initials              |      |        |      |

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.

Answer **all** questions.

Read and use **Data A** to help you answer Questions 1 to 4.

**1** Explain how Dewdrops' business objectives have changed since the firm first started.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

○  
——  
9

2 Explain the term 'product diversification'.

.....

.....

.....

.....

.....

.....

.....

.....

.....

*(4 marks)*

$\frac{\quad}{4}$

**TURN OVER FOR THE NEXT QUESTION**

**Turn over** ►





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)



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

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.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(12 marks)



Read and use **Data D** to help you answer Questions 8 and 9.

- 8** Using figures from the data and appropriate calculations, explain whether you think that the directors of Dewdrops plc needed to be concerned about a decline in the company’s performance between 1999 and 2000.

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

*(12 marks)*

**Turn over** ▶

12

9 Suggest appropriate ways in which Dewdrops plc might reduce costs in order to improve profitability.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

9



