Surname	Oth	er Names			
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General Certificate of Secondary Education June 2004

BUSINESS STUDIES SPECIFICATION B 3133/9/1H BUSINESS STUDIES SPECIFICATION B (SHORT COURSE) Higher 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
1			
2			
3			
4			
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7			
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9			
10			
Total (Column	1)	→	
Total (Column :	2)	>	
Quality of Communi	Quality of Written Communication		
TOTAL			
Examiner	's Initials		

Answer all questions.

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

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



Describe the possible external costs to the local community of Penwerris of Dewdrops' decision to open a factory in their town.
(9 marks)



TURN OVER FOR THE NEXT QUESTION

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)



Explain why you think Dewdrops plc might have decided both to introduce just-in-time and to improve its links with retailers.	e stock control
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	(12 marks)



Turn over

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 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)

 $\left(\begin{array}{c} \\ \hline 12 \end{array}\right)$

Turn over

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



Read and use all the data items to help you answer Question 10.

10	Discuss how suppliers to and competitors of Dewdrops plc would be affected by the closure of the Dewdrops factory. Explain which of them you think would be most affected.
	(12



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