

General Certificate of Secondary Education 2010

Central 71

Candidate Number

## **Business Studies**

Paper 2 Higher Tier

[G1204]

**TUESDAY 15 JUNE, MORNING** 



## TIME

2 hours.

## INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

Write your answers in the spaces provided in this question paper.

There should be enough space for your answers. If you do require more space, you may complete your answers on the extra lined pages at the back of this booklet.

Answer all four questions.

## INFORMATION FOR CANDIDATES

The total mark for this paper is 105, including a maximum of 5 marks for quality of written communication.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

For Exa	
Question Number	Marks
1	
2	
3	
4	
QWC	

Total
Aarks
<b>Jarks</b>

"Lotions and Potions" is a chemist shop in Newry. Michael and Donna work there as fully-qualified pharmacists while Mary, Ella and Molly assist on the shop counters.

Examiner Only

Marks Remark

			_
			_
			_
			_
			_
			_
			_
		[	4]
Lotions and Potion	ns. Define "comm	nission" and	
			_
			_
			_
			_
			_
	Lotions and Potion	Lotions and Potions. Define "comm	as a financial method of motivation for some Lotions and Potions. Define "commission" and f staff for whom it would be suitable.

)	Recommend <b>one other financial</b> method of motivation which would be suitable for <b>all</b> members of staff in Lotions and Potions. Explain	Q Ex Mai	aminer rks F
	how your recommended method would be used.		
	now your recommended method would be used.		
		[3]	
		[-]	
	Name <b>one</b> non-financial method of motivation which would be suita	able	
	for all members of staff in Lotions and Potions.		
		E43	
		[1]	
	The owner of Lotions and Potions is aware of legal controls which		
	prevent discrimination at work. Explain <b>two</b> provisions of the		
	Disability Discrimination Act.		
		[4]	

f)	Describe <b>two</b> provisions of the Sex Discrimination Order which we affect the owner of Lotions and Potions.	Examiner Only  Marks Remai
		[4]
		. [.]
g)	There are a number of chemist shops in Newry and Lotions and Pot is eager to beat the competition. Advise the owner of <b>three</b> suitable methods of sales promotion for his business, giving details of the methods you have chosen.	
		[6]

Adam owns and manages The Mada Co Ltd in Ballymena.

(c)	Describe <b>one</b> social issue which should be considered before The Mada Co Ltd is expanded.	Examiner Only  Marks Remark
	[2]	
(d)	Explain <b>two</b> factors which might limit the growth of The Mada Co Ltd and advise Adam how he might overcome these limitations.	
	[6]	
(e)	Other than Adam, name <b>two</b> stakeholders who would have a <b>financial</b>	
(•)	interest in The Mada Co Ltd.	
	[2]	

(f)	The Mada Co Ltd has a large stock of one particular carpet which it is finding difficult to sell. Name <b>three</b> strategies you would use to improve sales of this carpet.	Examine Marks	er Only Remark
(g)	It has been suggested to Adam that he should join the Confederation of British Industry (CBI). Explain <b>one</b> of the purposes of this organisation.		
	[2]		

The Safety-Net Insurance	Company has its	main office in Portadown.
--------------------------	-----------------	---------------------------

(a)	Name and explain the type of production in which The Safety-Net Insurance Company operates.
	[3]
(b)	Describe the present trend in Northern Ireland across the different types of production.
	[4]

(c)	Give <b>two</b> possible reasons for the trend you have described above.		Examin	er Only
			Marks	Remark
		[4]		
<b>(b)</b>	Technology has had a significant impact on the work of The Safety-	Net		
(u)	Insurance Company. Explain <b>two</b> advantages which the company m			
	have as in a form to all male and	ay		
	have gained from technology.			
		[4]		
		[+]		
			1	1

[4]	
The Safety-Net Insurance Company has considered moving its main	
office from Portadown to the city centre in Belfast. The company	
finally decided against the move. Explain <b>three</b> business reasons why the company decided not to move.	
the company decided not to move.	

e makes some of the jewellery he sells. He does not own the premises.	
Explain to Brian <b>two</b> reasons why it is important to maintain a good level of working capital in his business.	
[4]	
Brian wishes to invest additional capital in Sparklers. Give details of <b>two</b> possible reasons why he wishes to do this.	
[4]	

4

1			
3			[3]
	fit and Loss A ar ended 31 Do	ccount of Sparklers ecember 2009	
Sales	£	£ 29000	
Less:			
Opening Stock	3040		
Add Purchases	<u>7960</u>		
	11000		
Less Closing Stock	<u>1400</u>		
Cost of Goods Sold	9600		
Gross Profit		19400	
Less Expenses		12400	
Net Profit		7000	
		 Brian of <b>two</b> ways by wh	ich he

40 B1 ( 411 111 4114 1144)	ng and Profit and Loss A	Sparklers account.	Examiner Only Marks Remark
		[3]	
	ck turnover rate for Spa Profit and Loss Accour		
		[3]	
oox below with <b>one</b> it	tem of each which is lik	ely to occur	
		[4]	
			Quality of written communication
]	box below with <b>one</b> in	lity	lity

Extra page if required		Examin	
	ı	Marks	Remark
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	_		
	-		
	_		
	-		
	_		
	-		
	-		
	-		
	•		
	-		
	•		
	-		
	1	1	

Extra page if required		Examine	
		Marks	Remark
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	-		
	_		
	-		
	-		
	_		
	-		
	-		
	_		
	-		
	-		
	_		
	-		
	-		
	_		
	1	- 1	

Extra page ii required		Examiner C Marks Re	only emark
	_		
	-		
	-		
	-		
	-		
	_		
	-		
	-		
	-		
	-		
	_		
	-		
	-		
	-		
	-		
	_		
	-		
	-		
	-		
	-		
	_		
	-		
	-		





