

71
Candidate Num

General Certificate of Secondary Education 2010

Business Studies

Unit 1: Business Start Up

[GBS11]

MONDAY 7 JUNE, MORNING



TIME

1 hour 20 minutes.

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 extra 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 book.

Answer all four questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 75.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question. Quality of written communication will be assessed in questions **3(e)** and **3(f)**.

	miner's only
Question Number	Marks
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Answer all questions

Examin	er Only
Marks	Remark

[4]

- 1 "Daily Bread" is a bakery which sells its products in retail shops throughout Northern Ireland. The bakery uses batch production except for its "special occasions" cakes when a customer places an order for a wedding cake for example.
 - (a) Explain "batch production" and give **one** reason why it is the most suitable method of production for most of the work in a bakery.

(b)	Name the method of production which Daily Bread would use for
	its "special occasions" cakes and state one reason why that method

is suitable for these cakes.

Method			
Reason			

[3]

method of stock c		
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	[6]
Identify the changing trends across the types of production and	
discuss two possible reasons for those trends.	

plai	phen and Jack are enterprising and skilled mechanics. They are nning to form a partnership in order to open "SJ Motors" – their own age.	Examiner O Marks Ref
(a)	Name the sector of the economy which Stephen and Jack's garage is in.	
	[1]	
(b)	Name one legal document which it is advisable for business partners to have.	
	[1]	
(c)	Give details of two advantages which Stephen and Jack would have gained by forming a private limited company instead of a partnership.	
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3

Explain what it means to be "enterprising". Describe two key characteristics which Stephen and Jack should have in order to be successful in their garage.	Examine Marks	er On Rem
[6]		

urchase. Analyse two advantages and two disadvantages for the arage of buying the equipment on hire purchase.		
	[8]	

he garage.		
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sev	ggie owns a ladies' fashion shop called "Mag's Rags". There are reral other ladies' fashion shops in the area. Demand has been ng for Maggie's goods.		Examin Marks	er Only Remark
(a)	Explain the main effect which falling demand has on the prices Maggie charges for her goods.			
(b)	Name the most appropriate method of market research for "Mag's Rags" giving one advantage of that method.			
		[2]		

4

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	[6]	
Explain two legal constraints on promotion which Maggie must be aware of in running her business.		

usefulness for her.	Marks	Rem
[4]		
Analyse three strategies – other than price – which Maggie may use		
in order to manage the competition.		
[6]		
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Extra page if required	Exami	iner Only
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