

Cei	ine m	umbei
	Cei	Centre No

C	andid	ate Nu	ımber

General Certificate of Secondary Education 2013

Business Studies

Unit 1

Business Start Up

[GBS11]

TUESDAY 21 MAY, MORNING



TIME

1 hour 20 minutes, plus your additional time allowance.

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.

Complete in blue or black ink only. Do not write in pencil or with a gel pen.

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 book. Answer **all three** 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 1(f), 2(b) and 3(g).

8153.02 **ML**

			Answer all que	stions		Examine	
1	(a)	Complete the follo	owing table:			Marks	Remark
		Business type	Number of owners	Who controls the business	Type of liability		
		Sole trader	[1]	[1]	[1]		
		Partnership	[1]	[1]	[1]		
			[1]	[1]	[1]		
		Private limited company (Ltd)	Minimum of 2	Shareholders	[1]		
		Public limited company (plc)	Minimum of 2	[1]	Limited liability		
					[8]		
	(b)	What does limited	d liability mean?				
					· · · · · · · · · · · · · · · · · · ·		
					[2]		
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		Examine Marks	r Only Remark
Coca-Cola Company Mission Statement			
 To refresh the world – in mind, body and spirit To inspire moments of optimism – through our brands and actions To create value and make a difference everywhere we engage 			
© The Coca-Cola Company			
(c) How does a mission statement help a company like Coca-Cola?			
	_		
	_		
	_		
	_		
· · · · · · · · · · · · · · · · · · ·	[4]		
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[1] [2] [3] [4] [5] [6] [7] [7] [8] [8] [9] [9] [9] [1] [1] [1] [1] [2] [2] [3] [4] [5] [6] [7] [8] [8] [8] [9] [9] [9] [9] [1] [1] [1] [1
[2] [1] [2] [2] [3] [5] [6] [7] [7] [8] [8] [8] [9] [9] [1] [9] [1] [1] [1] [1] [1] [2] [2] [2] [3] [5] [6] [6] [7] [7] [8] [8] [8] [8] [9] [9] [9] [9] [9] [1] [1] [1] [1] [1] [1] [1] [1] [1] [1
[2] [1] [2] [2] [3] [5] [6] [7] [7] [8] [8] [8] [9] [9] [1] [9] [1] [1] [1] [1] [1] [2] [2] [2] [3] [4] [5] [6] [6] [7] [7] [8] [8] [8] [8] [9] [9] [9] [9] [9] [9] [9] [9] [9] [9
[1] s face competition. Identify and explain two indicators
[1] s face competition. Identify and explain two indicators
[1] s face competition. Identify and explain two indicators
[2] s face competition. Identify and explain two indicators
[2] s face competition. Identify and explain two indicators
[2] s face competition. Identify and explain two indicators
[2] s face competition. Identify and explain two indicators
[2] s face competition. Identify and explain two indicators
s face competition. Identify and explain two indicators
ompetition a business may face.
[2]
[2]
[2]

(f)	Analyse two strategies that a business might use to manage		ner Only
	competition.	Marks	Remark
	- <u></u>		
-			
-			
			
			
_	[6]		
		Total Q	uestion 1
		[Tur	n over
L		_	

Dio	hard Branson and Bill Gates are successful entrepreneurs.		Examin Marks	er Only Rema
NIC	naru branson anu bili Gales are successiul entrepreneurs.			
(a)	Explain what it means to be enterprising.			
		[2]		
(b)	Identify and explain two characteristics of an entrepreneur.			
		[6]		
02 ML				

(C)	Outline two reasons why the government encourages enterprise.	Marks	ner Only Remark
	[4]		
		Total Qu	uestion 2
53.02 ML		[Tur	n over

It u	atty's Munchies is a successful, small scale chocolate manufacturer. Is ses primary market research, batch production and the st-in-time method of stock control. Explain the Just-in-time method of stock control.		Marks Remark
(b)	Evaluate batch production	 [2]	
(b)	Evaluate batch production.	_	
		 [5]	

(c)	Explain market segmentation. What two ways could Matty's Munchies use to segment its market?	Examine Marks	er Only Remark
		-	
	[6	5]	
		[Turr	n over
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Totality

Totali

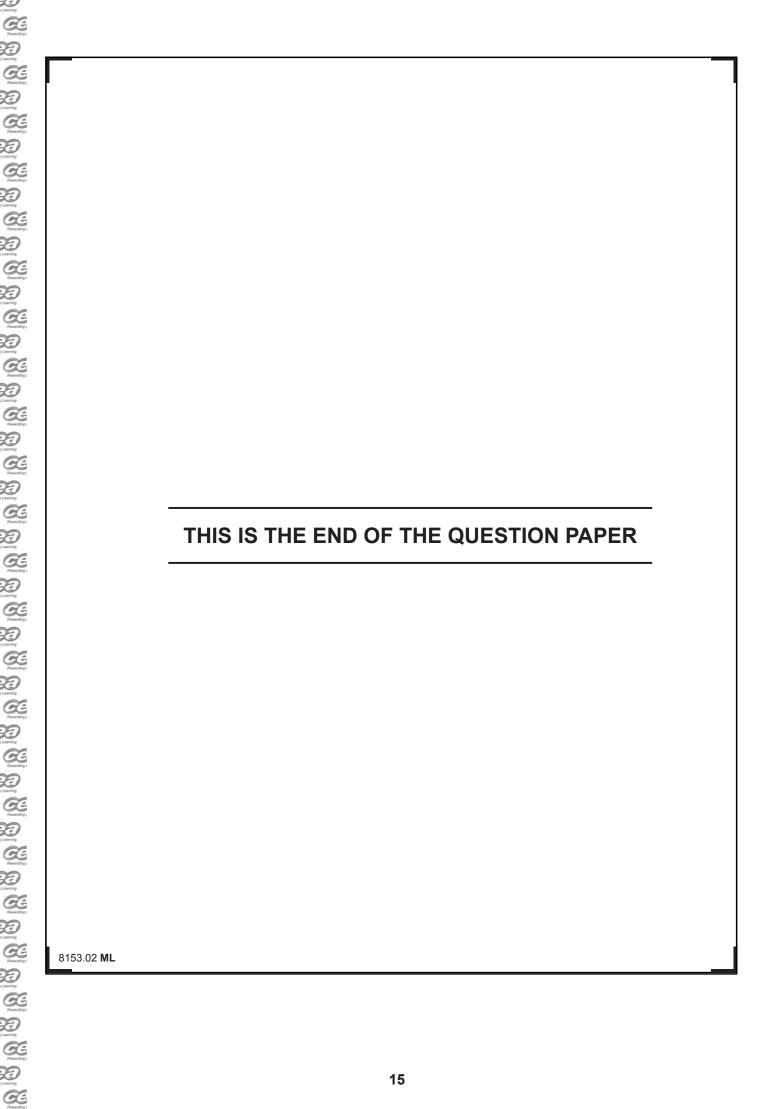
(d)	Discuss one advantage and one disadvantage of primary research for Matty's Munchies.	Examin Marks	er Only Remark
	Advantage:		
	Disadvantage:		
		,	
	[6]	J	
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(e)	lde bar	ntify and discuss a suitable pricing strategy for the new chocolate	
	_		
		[3]	
(f)	(i)	Identify one factor which might affect the price of the new chocolate bar. [1]	
	(ii)	Explain the relationship between price and demand.	

(g)	Explain one impact that legislation would have on the promotion and one impact that legislation would have on the production of Matty's Munchies.		Examin Marks	er Only Remark
	Impact on promotion:			
		,		
		-		
	[4	!]		
	Impact on production:			
	,			
	[4	!]		
			Total Qu	estion 3
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Extra page if required			er Only
		Marks	Remark
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For Examiner's use only				
Question Number	Marks			
1				
2				
3				

Total Marks

Examiner Number

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