



Rewarding Learning

General Certificate of Secondary Education
2013

Centre Number

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Candidate Number

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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)**.

Answer **all** questions

Examiner Only	
Marks	Remark

1 (a) Complete the following table:

Business type	Number of owners	Who controls the business	Type of liability
Sole trader	[1]	[1]	[1]
Partnership	[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 liability** mean?

[2]



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]

Examiner Only	
Marks	Remark

2

Richard Branson and Bill Gates are successful entrepreneurs.

(a) Explain what it means to be enterprising.

[2]

(b) Identify and explain **two** characteristics of an entrepreneur.

[6]

Examiner Only	
Marks	Remark



3

Matty's Munchies is a successful, small scale chocolate manufacturer. It uses primary **market research**, **batch production** and the **Just-in-time** method of stock control.

(a) Explain the **Just-in-time** method of stock control.

[2]

(b) Evaluate **batch production**.

[5]

Examiner Only	
Marks	Remark

(d) Discuss **one** advantage and **one** disadvantage of primary research for Matty's Munchies.

Advantage: _____

Disadvantage: _____

[6]

Examiner Only	
Marks	Remark



Matty's Munchies have decided to launch a new chocolate bar aimed at young children.

Examiner Only	
Marks	Remark

- (e) Identify and discuss a suitable pricing strategy for the new chocolate bar.

[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.

[2]



Extra page if required

Lined writing area for student responses.

Examiner Only	
Marks	Remark



THIS IS THE END OF THE QUESTION PAPER

DO NOT WRITE ON THIS PAGE

For Examiner's use only	
Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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