



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]

GBS11

TUESDAY 21 MAY, 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.

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) Explain the term “limited liability”.

[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) Explain how a mission statement is helpful to a company such as Coca-Cola.

[4]

Examiner Only	
Marks	Remark



(c) Outline **two** reasons why the government encourages enterprise.

[4]

Examiner Only	
Marks	Remark
Total Question 2	

[Turn over



(c) Explain market segmentation, and identify **two** ways Matty's Munchies could segment its market.

[6]

Examiner Only	
Marks	Remark

[Turn over



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

[6]

Examiner Only	
Marks	Remark



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

(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]

Examiner Only	
Marks	Remark

[Turn over



(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.

Impact on promotion: _____

[4]

Impact on production: _____

[4]

Examiner Only	
Marks	Remark
Total Question 3	





THIS IS THE END OF THE QUESTION PAPER

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Question Number	Marks
1	
2	
3	
Total Marks	

Examiner Number

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