

General Certificate of Secondary Education 2013

Business Studies

Unit 1

Business Start Up

[GBS11]



ML

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).

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			Answer all que	stions		Examiner Only
1	(a)	Complete the follo	owing table:			Marks Remark
		Business type	Number of owners	Who controls the business	Type of liability	
		Sole trader	[4]	[4]	[41]	
		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	
	(b)	What does limited	d liability mean?		[8] 	
					[2]	
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To insp	Coca-Cola Company Mission Statement esh the world – in mind, body and spirit oire moments of optimism – through our brands and actions ate value and make a difference everywhere we engage © The Coca-Cola Company	Exam Marks	Remark
(c) How do	es a mission statement help a company like Coca-Cola?	- - - - [4]	
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(d)	Suggest two aims that a company like Coca-Cola might have. Exhow those aims might affect its business activity.	kplain	Examine Marks I
	Aim	[1]	
	Effect		
		[2]	
	Aim	[1]	
	Effect		
(e)	Most businesses face competition. Identify and explain two indicated the level of competition a businesse may face.		
(e)		ators	
(e)	Most businesses face competition. Identify and explain two indicator of the level of competition a business may face.	ators	
(e)	Most businesses face competition. Identify and explain two indicator	ators	
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(e)	Most businesses face competition. Identify and explain two indicator	ators	
(e)	Most businesses face competition. Identify and explain two indicator	ators	
(e)	Most businesses face competition. Identify and explain two indicator	ators	

(f)	Analyse two strategies that a business might use to manage competition.	Exa Mark	miner Only Remark	
	[6]		
		Total	Question 1	
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2	Ric	chard Branson and Bill Gates are successful entrepreneurs.		Examiner Only Marks Remark
	(a)	Explain what it means to be enterprising.		
			[2]	
	(b)	Identify and explain two characteristics of an entrepreneur.		
			_ [6]	
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	(c)	Outline two reasons why the government encourages enterprise.		Examin Marks	er Only Remark
			,		
			•		
		[4	1]		
			•		
				Total Qu	lestion 2
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Totality

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lt ι	atty's Munchies is a successful, small scale chocolate manufacturer. uses primary market research, batch production and the st-in-time method of stock control.		Examiner Only Marks Remark
(a)	Explain the Just-in-time method of stock control.		
		_	
		[2]	
(b)	Evaluate batch production.	_	
		_	
		_	
		_	
		_	
		_ [5]	
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(c)	Explain market segmentation. What two ways could Matty's Munchies use to segment its market?	Examine Marks	er Only Remark
	[6	P]	
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(d)	Discuss one advantage and one disadvantage of primary research for Matty's Munchies.	Examin Marks	er Only Remark
	Advantage:		
	Disadvantage:		
	Disadvantage:		
	[6]	
8153.02 ML			

		Munchies have decided to launch a new chocolate bar aimed at children.		Examin Marks	er Only Remark
(e)	Ide 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.	-		
		[2	- - 2]		
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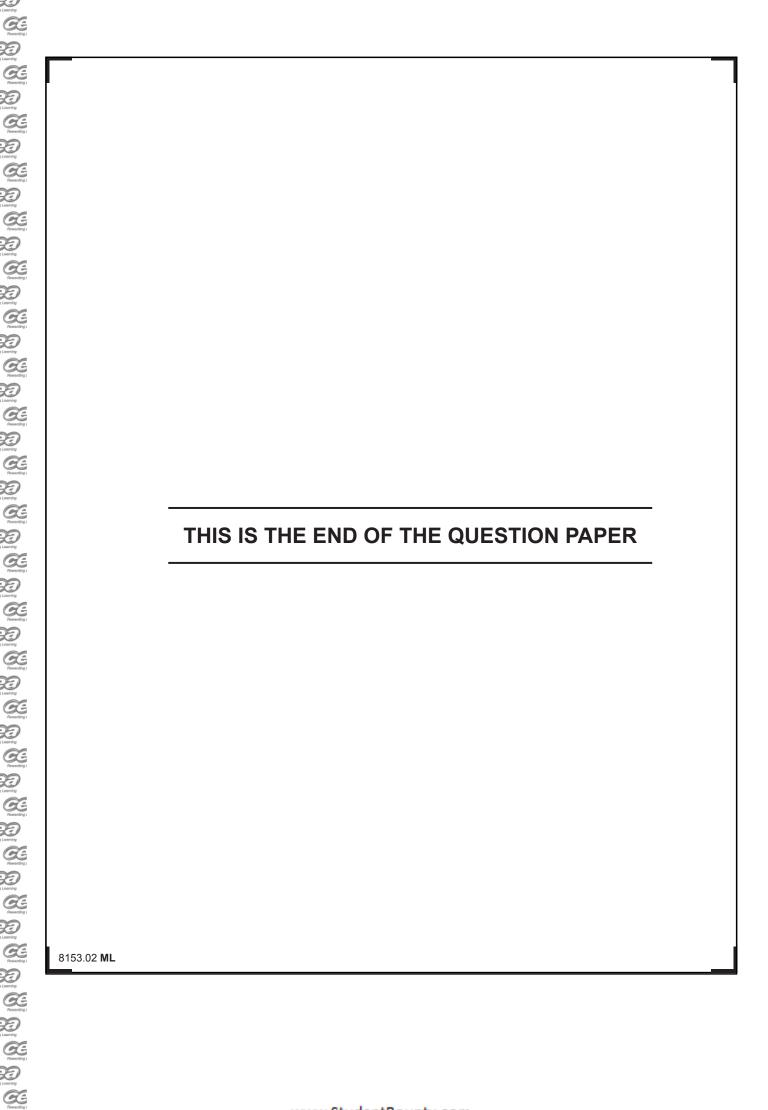
(g)	Explain one impact that legislation would have on the promotion and one impact that legislation would have on the production of Matty's Munchies.	Examiner Only Marks Remark
	Impact on promotion:	
	[4]
	Impact on production:	
		,
	[4]]
		Total Question 3
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Extra page if required	Examin Marks	er Only Remark
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Extra page if required	Examiner Only Marks Remark
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DO NOT WRITE ON THIS PAGE		
	Γ	For Examiner's
		use only Question Marks
		Number Marks
		2
		3
	[Total Marks
	Examiner Number	
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Remarks

Parties

Remarks

Remarks