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Rewarding Learning

Centre Number

Candidate Number

General Certificate of Secondary Education
2013

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)**.

8153

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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]

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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*

Examiner Only	
Marks	Remark

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

_____

_____

_____

_____

_____

_____

_____

_____ [4]

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Examiner Only	
Marks	Remark

(d) Suggest **two** aims that a company such as Coca-Cola might have, and explain how those aims might affect its business activity.

Aim _____ [1]

Effect _____

_____

_____

_____ [2]

Aim _____ [1]

Effect _____

_____

_____

_____ [2]

(e) Most businesses face competition. Identify and explain **two** indicators of the level of competition a business may face.

Indicator _____

_____

_____

_____ [2]

Indicator _____

_____

_____

_____ [2]

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(f) Analyse **two** strategies that a business might use to manage competition.

_____

_____

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_____

_____ [6]

Examiner Only	
Marks	Remark
Total Question 1	

[Turn over

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2 Richard 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.

_____

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_____

_____ [6]

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

_____

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_____

_____

_____

_____ [4]

Examiner Only	
Marks	Remark
Total Question 2	

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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.

Examiner Only	
Marks	Remark

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

_____

_____

_____

_____ [2]

(b) Evaluate batch production.

_____

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_____ [5]

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

Examiner Only	
Marks	Remark

[6]

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

Examiner Only	
Marks	Remark

[6]

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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]

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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.

Impact on promotion: _____

_____

_____

_____

_____

_____

_____

_____ [4]

Impact on production: _____

_____

_____

_____

_____

_____

_____

_____ [4]

Examiner Only	
Marks	Remark
Total Question 3	

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Extra page if required

Examiner Only	
Marks	Remark

[Turn over

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Extra page if required

Examiner Only	
Marks	Remark

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THIS IS THE END OF THE QUESTION PAPER

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

Examiner Number

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