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General Certificate of Secondary Education 2015

Business Studies

Unit 1
Business Start Up



[GBS11] WEDNESDAY 20 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.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in blue or black ink only.

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 question paper. Answer **all four** 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 2(c) and 4(e).

9424.02 **ML**



	(i) Asells shares to family and friends.	
	(ii) Aexists mainly to fulfil social and environmental aims.	
	(iii) is the division of the total market into different groups of consumers.	
	(iv) is the process of achieving high standards.	
(b)	Name the type of production for each of the following:	
	Extraction of raw materials from land or sea	ı
	The provision of services such as banking	
	The conversion of raw materials into finished goods	

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(a)	(i)	Name the type of business ownership in TACTAC plc.
	(ii)	Describe one feature of this type of business ownership.
(h)	Sug	gest two methods of advertising which TACTAC plc might use.
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(c)	Write down and explain two methods of sales promotion suitable for TACTAC plc.
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(d)	Define "primary research" and identify two ways in which it could be collected by TACTAC plc.
	
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(f)	TACTAC plc is planning to open four new stores next year. Suggest and evaluate one internal and one external source of finance available to it.	
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	External	
		
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4 (a)	Banlake Leisure Centre operates in the public sector. Explain one way in which the aims of Banlake Leisure Centre differ from the aims of a similar business in the private sector.	_
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	[4	!]
(b)	Identify two stakeholders of Banlake Leisure Centre and explain their interest. Stakeholder	
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(c)	service.
(d)	E 1 1 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
(0.)	Explain two responsibilities an employee of Banlake Leisure Centre would have in relation to Health and Safety.
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(e)	Analyse the impact that competition might have on any two elements of Banlake Leisure Centre's marketing mix.
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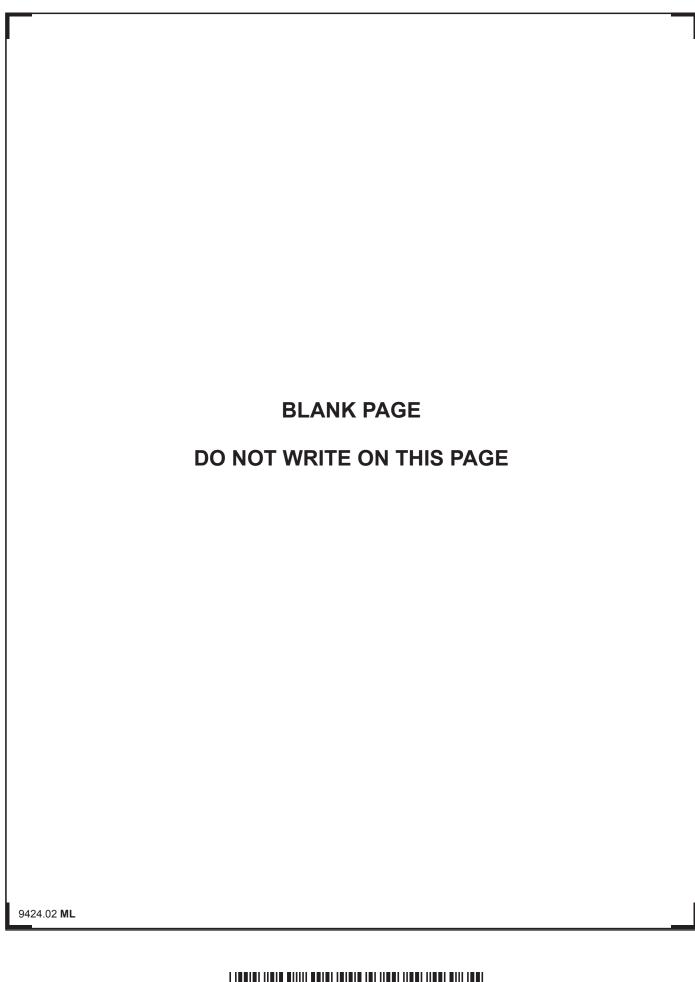
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