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General Certificate of Secondary Education 2015

## **Business Studies**

Unit 1
Business Start Up



\*GBS11\*

[GBS11]

### **WEDNESDAY 20 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.

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. Do not write 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 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).

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(	(a)	Complete the blanks in the following sentences.	
		(i) A sells shares to family and friends.	[′
		(ii) Aexists mainly to fulfil social and environmental aims.	[1
		(iii) is the division of the total market into different groups of consumers.	[′
		(iv) is the process of achieving high standards.	[′
(	(b)	Identify the type of production in each of the following:	
		Extraction of raw materials from land or sea	
		The provision of services such as banking	[´
		The conversion of raw materials into finished goods	[´
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(ii) Describe one feature of this type of business ownership.	(a)	(i)	Name the type of business ownership in TACTAC plc.
<ul><li>Suggest <b>two</b> methods of advertising which TACTAC plc might use.</li><li>1.</li></ul>		(ii)	Describe <b>one</b> feature of this type of business ownership.
<ul><li>Suggest <b>two</b> methods of advertising which TACTAC plc might use.</li><li>1.</li></ul>			
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	(b)	Sug	ggest <b>two</b> methods of advertising which TACTAC plc might use.
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(d)	Define "primary research" and identify <b>two</b> ways in which it could be collected TACTAC plc.
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which one would be more suitable for TACTAC plc.	
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(f)	TACTAC plc is planning to open four new stores next year. Suggest and evaluate <b>one</b> internal and <b>one</b> 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 <b>one</b> way in which the aims of Banlake Leisure Centre differ from the aims of a similar business in the private sector.	
		[4]	.]
	(b)	Identify <b>two</b> stakeholders of Banlake Leisure Centre and explain their interest.  Stakeholder	
			27
		Stakeholder[3	1
		[3	<b>3</b> ]
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(c)	service.
(d)	Explain <b>two</b> 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 <b>two</b> elements of Banlak Leisure Centre's marketing mix.	ке
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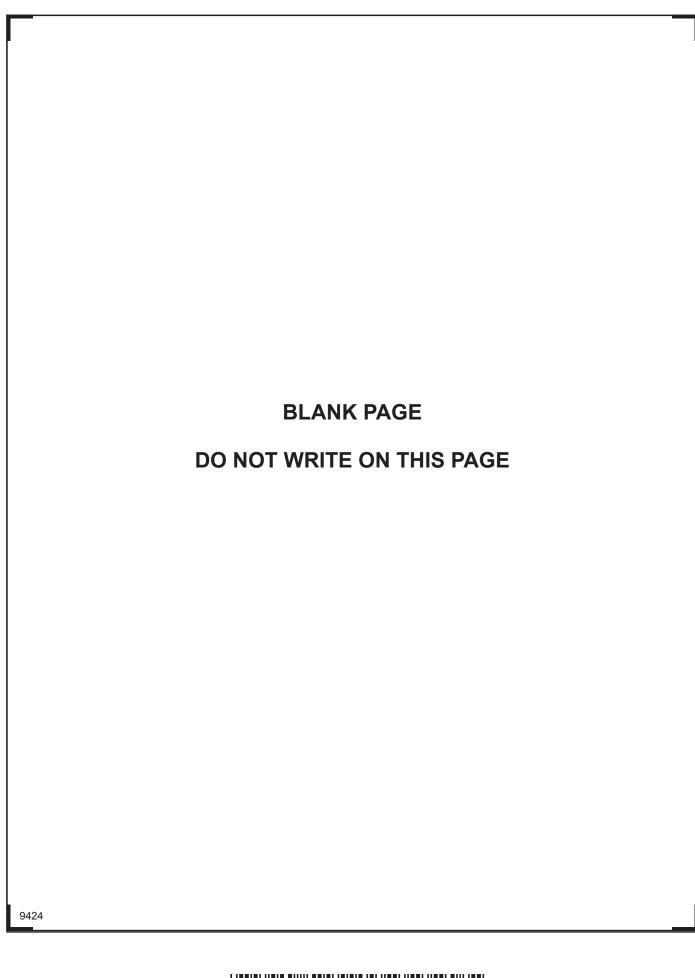
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