

	Centre Number							
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General Certificate of Secondary Education 2016

Business Studies

Unit 1 Business Start Up



[GBS11]

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WEDNESDAY 25 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.

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(f) and 3(d).

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		Answer all questions	
1	Def	fine the following terms:	
	(a)	Unlimited liability	
			
			
			
			[2]
	(b)	Competitor pricing	
			
			
			
			[2]
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(d)	Public sector	
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Peter and Jane own a successful ceramic-painting business and coffee shop. They have decided to franchise out their business and are currently advertising for a franchisee.

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Their mission statement is:

"To provide the customer with a friendly and relaxing environment in order to inspire creativity through design and painting of pottery".

Explain why a mission statement is helpful to a business.

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Bob is interested in becoming a franchisee, and Peter and Jane have offered him the franchise.

Explain two reasons why Bob would be interested in becoming a franchisee.	
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(e)	Identify and discuss one source of finance that would be suitable for Bob, stating one advantage and one disadvantage of the source.

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(f)	Explain two entrepreneurial characteristics which Bob would need to have in order to run the franchise successfully.	
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3	Quality assurance is important in the production process.	
(8	a) Define "quality assurance".	
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(l	Explain two reasons why a business might want to gain a quality standard.	
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Discuss two responsibilities of the employer relating to Health and Safety.	
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Demand (in Units) (a) Explain the relationship between price and demand which is shown on the above graph. [2] [Turn over

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Situation	Method
A leading brand is launching a new shampoo	
Cookstown is having a summer festival	
A local pet shop has started a dog grooming service	



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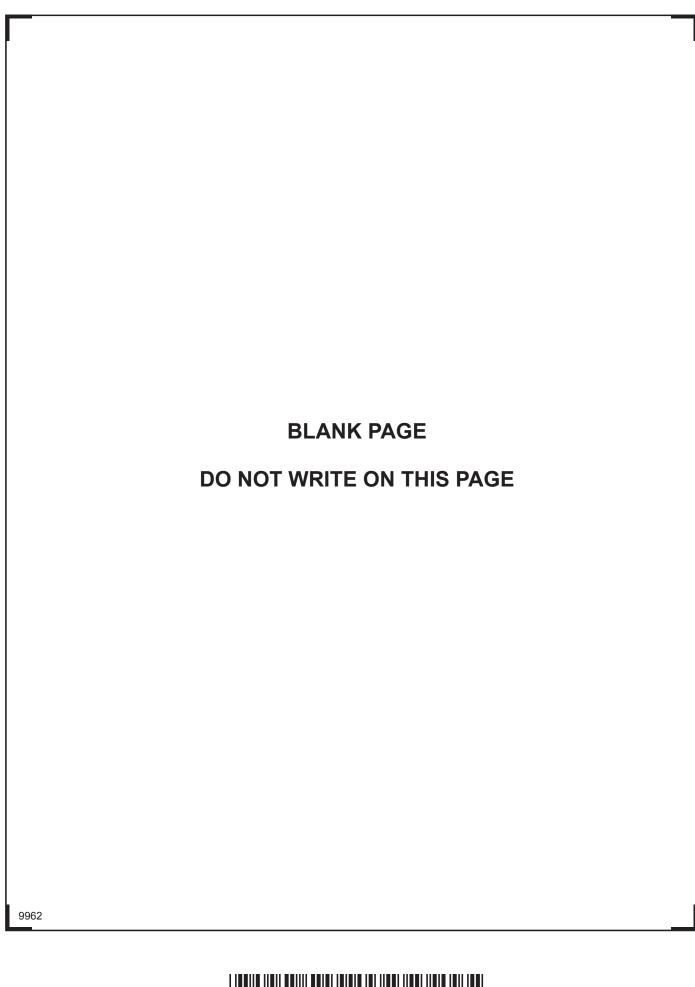
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