

Candidate Name	Centre Number	Candidate Number



**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**General Certificate of Secondary Education**

**BUSINESS STUDIES A**

**1951/6**

OPTION: BUSINESS COMMUNICATION  
AND MARKETING

PAPER 6 HIGHER TIER

Tuesday **20 JUNE 2006** Afternoon 1 hour

Candidates answer on the question paper.  
No additional materials are required.

**TIME** 1 hour

**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre number and candidate number in the spaces at the top of this page.
- Answer **all** questions.
- Write your answers in the spaces on the question paper.
- The spaces should be sufficient for your answers but if you require more space use the lined pages at the end of the booklet and number your answers carefully.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is 60.
- The quality of your written communication will be taken into account when marking your answer to the question labelled with an asterisk (\*).
- You may use an approved calculator.

FOR EXAMINER'S USE	
Question 1	
Question 2	
<b>TOTAL</b>	

**This question paper consists of 10 printed pages and 2 lined pages.**



(c) The Managing Director carried out a SWOT analysis for Tracey Greens Ltd.

(i) Complete Fig. 1 by stating **one** possible strength and **one** possible threat which companies such as Tracey Greens Ltd may experience.

<b>STRENGTH</b>		[1]
<b>WEAKNESS</b>	Poor service	
<b>OPPORTUNITY</b>	Possibility of expanding to Europe	
<b>THREAT</b>		[1]

**Fig. 1**

(ii) Explain how a SWOT analysis may benefit Tracey Greens Ltd.

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[2]





2 Really Fresh Fish Ltd is a large supplier of fish to individuals, restaurants and supermarkets around the UK.

**An image of a fish  
has been removed  
due to third party  
copyright  
restrictions**

(a) (i) Really Fresh Fish Ltd now uses e-commerce in its business. Explain two pressures that may have persuaded Really Fresh Fish Ltd to use e-commerce.

Pressure 1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Pressure 2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]

(ii) Explain how Really Fresh Fish Ltd may promote itself using e-commerce.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

(b) Really Fresh Fish Ltd has a strong brand name amongst its customers.

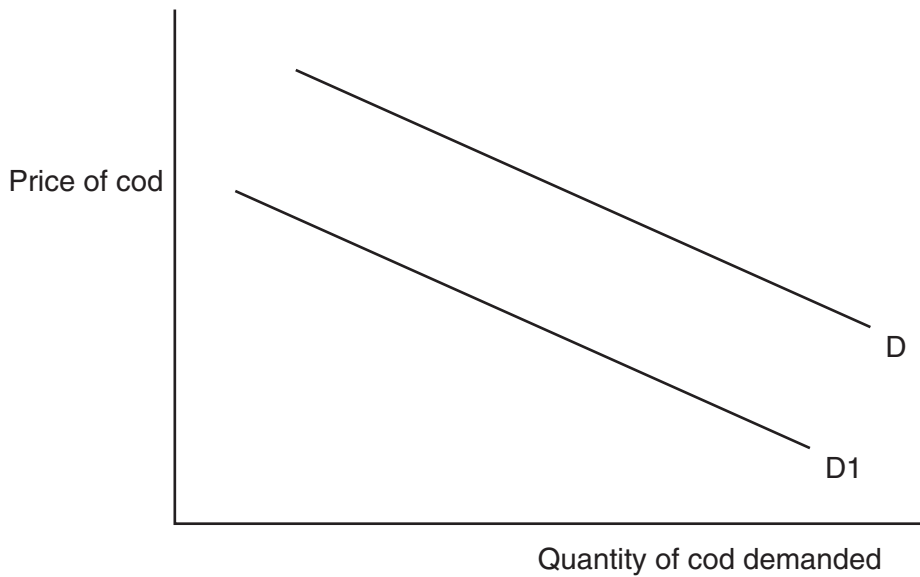
(i) Explain how Really Fresh Fish Ltd may have developed this strong brand name.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [3]

(ii) State and explain one possible advantage to Really Fresh Fish Ltd of having a strong brand name.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

- (c) Fig. 4 shows the shift in the demand curve during 2005 for cod provided by Really Fresh Fish Ltd.



**Fig. 4**

The information below shows three events that may have caused the demand curve to shift from D to D1 as shown in Fig. 4.

- (i) Indicate, with a tick, if each event was likely or unlikely to have caused the shift in the demand curve.

Event	Likely to cause a shift in the demand curve from D to D1	Unlikely to cause a shift in the demand curve from D to D1
An improvement in fish catching techniques.		
A decrease in competitors' prices of cod.		
A successful advertising campaign by Really Fresh Fish Ltd.		

[3]

- (ii) Explain **one** action Really Fresh Fish Ltd may take in response to the shift in the demand curve from D to D1 as shown in Fig. 4.

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[2]





- (e) Really Fresh Fish Ltd is thinking about selling coley fish.
  - (i) Really Fresh Fish Ltd wants to carry out market research using either a random sample or a quota sample to see if the public would buy coley.

<b>RANDOM SAMPLE</b> Random selection of 10 000 people	<b>QUOTA SAMPLE</b> 5 000 people selected by certain criteria
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Explain which sampling method Really Fresh Fish Ltd should use. Justify your answer by explaining why you did not recommend the other method.

Choice \_\_\_\_\_

Reasons \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]

(ii) Really Fresh Fish Ltd decided to **test market** coley as a cheaper alternative to cod. It narrowed the possible test market locations to the three choices shown below.

Location A	Location B	Location C
<ul style="list-style-type: none"> <li>- 50 000 people</li> <li>- Socio economic background mainly A and B</li> <li>- High consumer spending</li> </ul>	<ul style="list-style-type: none"> <li>- 45 000 people</li> <li>- Socio economic background mainly C1 and C2</li> <li>- Average consumer spending</li> </ul>	<ul style="list-style-type: none"> <li>- 40 000 people</li> <li>- Socio economic background mainly D and E</li> <li>- Low consumer spending</li> </ul>

Advise Really Fresh Fish Ltd which location it should choose to carry out its test market. Your answer should make reference to each location.

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[5]

**[Total : 33 Marks]**



