

**GCSE (FOUNDATION TIER)**  
**BUSINESS STUDIES B**  
Business Processes – Synoptic Paper  
Paper 1

**THURSDAY 14 JUNE 2007**

Candidates answer on the question paper.  
Additional materials: Clean copy case study (2324/1+2(CS))

**F** **2324/1**

Afternoon

Time: 1 hour 15 minutes



Candidate  
Name

Centre  
Number

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Candidate  
Number

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**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre Number and Candidate Number in the boxes above.
- Answer **all** the questions.
- Write your answers in blue or black ink. Pencil may be used for graphs and diagrams only.
- The spaces should be sufficient for your answers but if you require more space use the lined page at the end of the booklet and number your answers carefully.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Do **not** write in the bar code.
- Do **not** write outside the box bordering each page.

**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 in marking your answers to the questions labelled with an asterisk (\*).
- You may use an approved calculator.

FOR EXAMINER'S USE	
Question 1	
Question 2	
Question 3	
<b>Total</b>	

This document consists of **8** printed pages.



- (c) Siân has suggested that AnB plc should focus on a traditional high street operation (lines 34–35). Referring to Appendix 2, explain **one advantage** and **one disadvantage** of this suggestion.

Advantage .....

.....

.....

.....

Disadvantage .....

.....

.....

.....[4]

[Total: 18 marks]







- (c) (i) Show whether each of the following is likely to indicate to the shareholders that AnB plc has been **successful** or **unsuccessful** in any particular year.

Tick the correct answers in the spaces provided.

	Successful (✓)	Unsuccessful (✓)
An increase in costs		
An increase in share price		
An increase in share dividend		
An increase in competition		

[4]

- (ii) State and explain **one** other way in which the success of AnB plc could be judged.

.....

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.....[2]

[Total: 18 marks]

