

**GENERAL CERTIFICATE OF SECONDARY EDUCATION  
 BUSINESS STUDIES B**

Business Processes – Synoptic Paper (Foundation Tier)

**TUESDAY 10 JUNE 2008**

Afternoon  
 Time: 1 hour 15 minutes

Candidates answer on the question paper

**Additional materials (enclosed):** Clean copy Case Study

**Additional materials (required):**

Calculators may be used



Candidate Forename

Candidate Surname

Centre Number

Candidate Number

**INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined page at the back of this booklet. Answers on this page **must** be clearly numbered.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question 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 (\*).

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

This document consists of **7** printed pages and **1** lined page.

Answer **all** questions.

Make sure that all your answers relate to the pre-released case study material.

- 1 (a) Kate and Andy have different priorities for Lambeth Glass Ltd.
- (i) State **one** possible objective that Kate has for the business.  
.....[1]
  - (ii) State **one** possible objective that Andy has for the business.  
.....[1]
- (b) State **one** method Kate could use to present her new strategy to the Board of Directors (line 18).  
.....[1]
- (c) In order to support Part 3 of her strategy (selling directly to customers in other countries), Kate must decide whether to carry out primary or secondary research.
- (i) State **two** suitable methods of primary research she might use to get information from visitors to the factory shop.  
Method 1: .....  
Method 2: .....[2]
  - (ii) State **two** methods of secondary research.  
Method 1: .....  
Method 2: .....[2]







3 (a) Use Appendix 2 to answer the following questions.

(i) The newspaper article (Appendix 2) states that the closure of the Lambeth Glass Ltd factory would affect many other local businesses.

Are other local businesses likely to be affected if the factory closes? Give reasons for your answer.

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.....[4]

(ii) Explain why Andy is worried about the newspaper article (Appendix 2).

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.....[4]

(b) The Board of Directors agreed with Andy that the 2012 Olympics is a key business opportunity for Lambeth Glass Ltd.

Lambeth Glass Ltd has now completed the market research and obtained a product licence for commemorative paperweights. It must now decide the next stages of its plan if the paperweights are to be ready for 2012.

(i) Describe what should be in Lambeth Glass Ltd's plan for each of the following departments.

Marketing

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Production

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Personnel/Human Resources

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.....[6]

(ii) Explain why this plan for the 2012 Olympic paperweights is needed if Lambeth Glass Ltd is to take advantage of this business opportunity.

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.....[4]

(c) Explain how Lambeth Glass Ltd might **best** measure its success over the next four years.

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[Total: 22 marks]

