

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

Business Processes – Synoptic Paper (Higher 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	
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TOTAL	

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) (i) Explain why Kate and Andy have different objectives for Lambeth Glass Ltd.

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.....[4]

(ii) Discuss how Kate might best persuade the Board of Directors at its next meeting to support her proposed strategy for the business.

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.....[4]

- (c) *(i) State and explain **two** reasons why Lambeth Glass Ltd might be concerned by the increase in the number of paperweights rejected (see Fig. 2).

Reason 1:

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Reason 2:

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.....[4+2]



- (ii) Explain how Total Quality Management (TQM) might reduce the number of customer complaints at businesses such as Lambeth Glass Ltd.

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.....[4]

[Total: 22 marks]

If you use the following lined page to complete the answer to any question, the question number **must** be clearly shown.

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