



**GCSE**

**4080/01**

**BUSINESS STUDIES**

**P.M. FRIDAY, 10 June 2016**

**2 hours plus your additional time allowance**

**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** 0 \_\_\_\_\_

<b>For Examiner's use only</b>		
<b>Question</b>	<b>Maximum Mark</b>	<b>Mark Awarded</b>
<b>1.</b>	<b>3</b>	
<b>2.</b>	<b>2</b>	
<b>3.</b>	<b>3</b>	
<b>4.</b>	<b>4</b>	
<b>5.</b>	<b>4</b>	
<b>6.</b>	<b>4</b>	
<b>7.</b>	<b>20</b>	
<b>8.</b>	<b>20</b>	
<b>9.</b>	<b>20</b>	
<b>10.</b>	<b>20</b>	
<b>Total</b>	<b>100</b>	

**ADDITIONAL MATERIALS**

**Calculators may be used.**

**INSTRUCTIONS TO CANDIDATES**

**Use black ink, black ball-point pen or your usual method.**

**Write your name, centre number and candidate number in the spaces provided on the front cover.**

**Answer ALL questions.**

**Write your answers in the spaces provided in this question-and-answer booklet.**

**If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.**

**INFORMATION FOR CANDIDATES**

**The number of marks is given in brackets at the end of each question or part-question.**

**You are reminded that assessment will take into account the quality of written communication used in your answers to questions 7(e) and 10(e).**

Answer ALL the questions in the spaces provided.

1. Which THREE of the following services are usually provided by the public sector rather than the private sector in the UK? [3]

**N.B. Tick (✓) THREE boxes only.**

<b>Healthcare</b>	
<b>Mobile Phone Contract</b>	
<b>Internet Provider</b>	
<b>Education</b>	
<b>Armed Forces</b>	
<b>Newspaper &amp; Magazine Publishing</b>	

2. Which TWO of the following are methods of sales promotion? [2]

**N.B. Tick (✓) TWO boxes only.**

<b>Advertising on Social Media</b>	
<b>TV Commercial</b>	
<b>Buy One Get One Free</b>	
<b>Free Gift</b>	

**3. Rhian Kaliq is applying for a new job with Evans & Co Ltd. The company has sent her an application form to complete. Apart from the application form, list THREE other steps involved in the recruitment process. [3]**

**(i)**

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**(ii)**

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**(iii)**

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4. Suzie Thomas works on the production line for a leading car manufacturer. She is paid £14 per hour for a 39 hour week. She pays statutory deductions of £110 in Income Tax and £42 National Insurance contributions.

(a) What is meant by the term 'STATUTORY DEDUCTION'? [1]

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(b) Below is part of Suzie's weekly pay slip. Using the information above, complete this pay slip in the boxes provided. [3]

<b>GROSS PAY</b>	<b>TOTAL DEDUCTIONS</b>	<b>NET PAY</b>
<b>(i)</b>	<b>(ii)</b>	<b>(iii)</b>



5. Below are a number of terms and concepts used in business.

**PROFIT  
& LOSS  
ACCOUNT**

**TRADE  
UNION**

**JOB  
PRODUCTION**

**CASHFLOW  
FORECAST**

**PARTNERSHIP**

**SOLE  
TRADER**

**FLOW  
PRODUCTION**

**MARKETING  
DEPARTMENT**

Which of the above best describes EACH of the following: [4]

(a) an organisation which looks after the welfare of its members in the workplace

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(b) a business that is owned by between 2 and 20 people

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**5(c) a prediction of money coming into and out of a business over a certain period of time**

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**(d) a product is made to the requirements of the customer and each one made is unique**

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**6. The economic environment is always changing and this can impact on business activity. Explain what effect EACH of the following might have on businesses:**

**(i) An increase in the rate of inflation [2]**

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**6(ii) A fall in interest rates [2]**

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7. **According to Government statistics, small businesses represent 95% of all businesses and employ more than seven million people in the UK.**

**One example of a small business is ARK Windows. This is a business owned by Adam Robert Keysmith who is a sole trader and employs 30 people from the local community.**

**The business manufactures double glazing windows in a small factory. It also sells and installs them across South Wales.**

- (a) **Apart from Government statistics, identify ONE other source of secondary data. [1]**

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**7(b) ARK Windows also carry out field (primary) research.**

**(i) Give ONE example of field research. [1]**

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**(ii) Suggest and explain the benefits to ARK Windows of using field research. [2]**

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**ARK Windows has an excellent reputation for producing high quality windows as well as providing outstanding customer service.**

**7(d) Explain TWO ways in which ARK Windows can ensure that it provides high quality goods and service. [4]**

**(i)** \_\_\_\_\_

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7(d) (ii) \_\_\_\_\_

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8. **PrettyinPink Ltd has been established for 5 years. The main shareholder and Managing Director, Mrs Emma Thomas, started the business from home, designing and making fashionable clothing for close friends and family.**

**Since then, she has opened shops in several town centres, employing more than 20 people in total.**

**Emma is interested in expanding the business even further. Due to the success of online clothes retailers such as ASOS, she is seriously considering setting up a website and selling her clothing range on the internet.**



















9. Home Retail Group plc is the UK's leading retailer of products for the home. This plc owns well known retailers such as Argos and Homebase.

Today, Home Retail Group plc has 1057 stores across the UK. It employs over 47,000 people and sells over 80,000 different products, including electrical goods, home furniture and children's toys.

Extracts from the balance sheet for the business as at 1 March 2014 and 2013 are shown opposite. Study the balance sheet and answer the questions that follow.

- (a) Calculate the Total Assets for 2014 and the Total Net Assets for 2013. [2]

(i) TOTAL ASSETS 2014 \_\_\_\_\_

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(ii) TOTAL NET ASSETS 2013 \_\_\_\_\_

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**BALANCE SHEET FOR HOME RETAIL GROUP PLC 2014  
and 2013**

	<b>2014 £M</b>	<b>2013 £M</b>
<b>FIXED ASSETS</b>	<b>750</b>	<b>685</b>
<b>CURRENT ASSETS</b>		
<b>Stocks</b>	<b>65</b>	<b>50</b>
<b>Debtors</b>	<b>17</b>	<b>20</b>
<b>Cash</b>	<b>13</b>	<b>10</b>
<b>TOTAL CURRENT ASSETS</b>	<b>95</b>	<b>80</b>
<b>TOTAL ASSETS</b>	<b>?</b>	<b>765</b>
<b>Current Liabilities</b>	<b>110</b>	<b>125</b>
<b>Long Term Liabilities</b>	<b>145</b>	<b>150</b>
<b>TOTAL LIABILITIES</b>	<b>255</b>	<b>275</b>
<b>TOTAL NET ASSETS</b>	<b>590</b>	<b>?</b>
<b>TOTAL CAPITAL EMPLOYED</b>	<b>590</b>	<b>490</b>

**Adapted from Home Retail Group plc Annual Report 2014**



**9(b) Give ONE example of a fixed asset and ONE example of a current liability for Home Retail Group plc. [2]**

**(i) FIXED ASSET** \_\_\_\_\_

\_\_\_\_\_

**(ii) CURRENT LIABILITY** \_\_\_\_\_

\_\_\_\_\_

**9(c) Identify TWO stakeholders who would be interested in the accounts (profit and loss account and the balance sheet) of Home Retail Group plc and explain the reason why they have an interest.**

**[4]**

**STAKEHOLDER 1** \_\_\_\_\_

**REASON** \_\_\_\_\_

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**STAKEHOLDER 2** \_\_\_\_\_

**REASON** \_\_\_\_\_

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**In 2014, due to a fall in demand for ‘Do it yourself’ (DIY) products, Home Retail Group decided to close one in four of its Homebase DIY stores, resulting in the closure of 30 stores.**

**9(e) Assess the impact of the closure of Homebase DIY stores on their local communities. [8]**

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**Unilever is considered to be a company with strong ethical policies. Ben & Jerry's ice cream is a good example.**

**10(b) Suggest TWO ways in which Unilever plc can operate ethically. [2]**

**(i)** \_\_\_\_\_

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**(ii)** \_\_\_\_\_

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