



GCSE

4171/01

**ENGLISH/ENGLISH LANGUAGE
FOUNDATION TIER
UNIT 1 (READING)**

A.M. TUESDAY, 4 June 2013

1 hour

ADDITIONAL MATERIALS

Resource Material.

An 8 page answer book.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your answers in the separate answer book provided.

INFORMATION FOR CANDIDATES

The total mark available for this unit is 40.

The number of marks in brackets will give you an indication of the time you should spend on each question or part-question.

Answer **all** of the following questions.

The **separate Resource Material** is a newspaper article, ‘Suspended: 12-year-old boy who earns £200 a day selling chocolate to pals at his school’.

On the opposite page is an extract from Alan Sugar’s autobiography, ‘What You See Is What You Get’.

Read the newspaper article in the separate Resource Material, ‘Suspended: 12-year-old boy who earns £200 a day selling chocolate to pals at his school’.

1. Using information in the newspaper article, answer the following questions:

- (a) What TV programmes gave Robbie his idea for earning money? [2]
- (b) List **four** ways Robbie has been punished for his business activities. [4]
- (c) List **two** things the school sells to its pupils. [2]
- (d) List **two** reasons the school gave for punishing Robbie. [2]

2. According to the newspaper article, what sort of person is Robbie Twigg?

You should write about:

- what the writer tells us about Robbie and his activities;
- the views of the people mentioned in the article. [10]

Now read the extract from Alan Sugar’s autobiography, ‘What You See Is What You Get’ on the opposite page.

3. What did Alan Sugar do to start up and then develop his own business? [10]

You should now use both texts to answer the next question.

4. Both texts are about people who have made money. Write about Alan Sugar and Robbie using the following headings:

- (a) what each of them sold;
- (b) problems they had.

In your answer make sure you make it clear which text you are referring to. [10]

In this extract from Alan Sugar's autobiography, he explains how he started his own business.

One Friday night, I came home and I said to the family, "I'm going to start working for myself. I've seen a second hand van for fifty quid and it's eight pounds for insurance. I'm going to buy some stuff to sell and get on my way." The following day I sprang into action. I withdrew £100 from my Post Office account, bought the van and started up as AMS Trading, which stood for Alan Michael Sugar. With the rest of my money I went to a wholesale supplier and bought about forty quid's worth of car aerials, which I'd learned were quite an easy sale.

By Thursday of that week, I'd sold my first batch of aerials and had been back to buy some more. I had made £60 profit. Now £60 profit was a huge amount at the time (nowadays it is perhaps the equivalent of someone earning £3,000 a week) but it became my weekly target to earn that by Wednesday. I quickly expanded my range beyond car aerials to transistor radios, but one problem that I faced was that I could only afford to buy one box at a time which might contain twenty radios. At first, my supplier would ask me to pay him in cash; he wouldn't even take a cheque.

I was coming back every couple of days to pick up more radios and eventually he accepted my cheques and over the course of a couple of months, he made the decision to let me buy aerials, radios and other goods on credit. That meant I could have the goods but pay for them later, and this allowed me to buy and then sell much larger quantities, and make even more money. He gave me goods on credit because I hadn't let him down. And I've never let anyone down since. It taught me an important lesson that it's what you do that gains you trust in business, not hype or empty promises. I guess it comes down to the old saying that actions speak louder than words.

I also began buying goods from an importer, but one day I went to see my old boss to say I was working for myself and, as a long shot, to see if there was any stuff I could buy from him. As we walked around his warehouse, I spotted piles of record-players that had come back from shops needing repairs. I offered him a ridiculous price for them, because not only did they need repairing, but also the cabinets needed cleaning up as well. To my surprise, he accepted my offer, about £1,000 in total. All that most of the record-players needed was the valves replacing, and the cabinets were soon cleaned up with a scrubbing brush and some household cleaner. Within a week or so, I'd sold the lot and I'd made something like 125% profit. The success that I'd had in making such a big profit drove me on to try to find a product nobody else had.

(from: 'What You See Is What You Get' by Alan Sugar)



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4171/01-A

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Resource Material

Suspended: 12-year-old boy who earns £200 a day selling chocolate to pals at his school



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ENTERPRISING: Some of Robbie Twigg's stock

A schoolboy has been suspended for selling chocolate and crisps to pupils. Robbie Twigg, 12, says he got the idea for his business from the TV show 'The Apprentice', and took inspiration from an episode which showed how to buy goods and then sell them on to make a profit.

His family says he was making up to £200 a day at his school. But the school has a strict healthy-eating policy and teachers say sales between pupils are banned.

Robbie first began selling the snacks bought from a retail park at the start of this term. He was sent home for a day and given a warning by teachers, but the budding businessman persisted in smuggling goods into the school – and has now had 10 days of suspensions, which most schools would use only for very serious behaviour issues.

His parents say they have tried to stop their son from selling the sweets – but believe his punishment is too harsh.

His dad said: "We are supporting the school and we've grounded him, and taken his phone off him as a punishment. We've told him not to do it and have checked his bag before he goes out, but he's only selling chocolate and the way they have dealt with it is far too harsh. The school has made it sound like he's selling cigarettes or something."

"At the end of the day, the school sets the rules and that's fair enough. But I think he's just showing a bit of business sense and he shouldn't be missing out on his education because of it."

The canteen at the school does not stock fizzy drinks or sweets, selling only healthy snacks and meals. Robbie buys his stock from bulk discount stores and wholesalers, selling to classmates at a higher price.

He said, “The school just sells water and dinners. I’ve been bringing in eighty chocolate bars and stuff like fizzy drinks each day and have been selling out.”

He added, “I’ve got a good business brain and when I watched ‘Dragon’s Den’ and then ‘The Apprentice’ it gave me the idea of what to do. I saw stuff was going cheap, so I bought about £30 worth and I would sell it in the playground – some days I would make up to £200.”

The headteacher at Robbie’s school said pupils were encouraged to develop their business skills through activities such as growing vegetables for sale but added, “The private selling of goods on school premises is not permitted. Any activities which undermine our healthy-eating policy cannot be tolerated.”

However, other people have supported Robbie’s enterprise. Commenting on the story, Charlie Mullins, a self-made millionaire who founded his own firm, said on an internet blog site, “What better example could there be of a young businessman than Robbie? When he leaves school, I’ll bet he’ll be the person from his class making most money, and he’ll also be creating jobs and employing his fellow pupils. The school needs some lessons in real life. The headteacher should have applauded Robbie’s efforts instead of punishing him.”