Surname

Other Names

Candidate Signature

AQA

General Certificate of Secondary Education
June 2015

General Studies   **47602/2**

Unit 2   Sections B and C

Monday 15 June 2015   1.30 pm to 3.30 pm

For this paper you must have:
● the Section B stimulus material in the other booklet
● the Section C questions in the other booklet.
You may use a calculator.

A

Time allowed
● 2 hours (for Sections A, B and C)

Instructions
● Use black ink or black ball-point pen.
● Fill in the boxes at the top of this page.
● Answer **all** questions in Section B and **one** question in Section C.
● You must answer the questions to Section B and Section C in the spaces provided. Do not write outside the box around each page or on blank pages.
● Do all rough work in this book. Cross through any work you do not want to be marked.

Information
● The marks for questions are shown in brackets.
● The maximum mark for Section B is 25.
● The maximum mark for Section C is 30.
● You will be marked on your ability to:
  – use good English
  – organise information clearly
  – select and use a form and style of writing as appropriate.
● Question 4 in Section B and your chosen question in Section C should be answered in sentences.

Advice
● You are advised to spend about 40 to 45 minutes on Section B and about 40 to 45 minutes on Section C.

Section B

Study the stimulus material provided on pages 18 to 19 of the other booklet.

Answer **all** questions below in the spaces provided.

In the stimulus material provided what word or phrase is used for:

1 (a) a group of shops located in several different countries owned by one major retailer? (**Item A**)

[1 mark]

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1 (b) a plan that requires a period of years before it may be completed? (**Item A**)

[1 mark]

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2

2 (a) Identify **three** problems facing independent high street shops (**Item A**).

[3 marks]

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2 (b) Outline **two** strengths of the independent retailer (**Item A**).

[2 marks]

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3 (a) Explain **two** reasons why independent High Street retailers should be concerned about future trading predictions contained within **Item B**.

[4 marks]

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Turn over ▶

3 (b) Discuss **two** alternative ways in which vacant high street shops could be reused in the future (**Item C**).

[4 marks]

.... INSERT TO M/Jun15/47602/1

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8

Dukes is a mid-sized family owned TV and electrical shop situated on a prime site on the high street of Whitehaven (population 27 000), Cumbria. The coastal town is a popular tourist destination situated close to the Lake District.

Dukes sell a wide range of TV and electrical goods, both large and small, operating a full delivery and installation service for a small fee. Seven full-time staff and six part-time staff are employed. Dukes is the only TV and electrical store situated in Whitehaven, with their main competition being an electrical supermarket based twenty miles away.

In line with other high street shops, sales have fallen steadily over the last year by 30%. The Dukes' owners, Paul, Aaron and Sunita, are meeting with their local bank's business adviser to draw up an action plan for the next twelve months in an attempt to return to being a profitable enterprise.

4   Discuss ways 'Dukes', a family electrical business, could regain customers and increase profitability.

In your answer to this question you may use any information from Items **A**, **B** and **C**, in addition to your own knowledge. You must answer this question in sentences.

[10 marks]

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Turn over for Section C

Turn over ▶

Section C

Look at **Section C** (pages 20 to 23) in the other booklet, and choose **one** question to answer.

Answer **EITHER** Question 5 (a, b & c) in the spaces below
OR Question 6 (a, b & c) on pages 14 to 19 of this
answer booklet.

There are a total of 30 marks for either question.

You should answer the questions in sentences.

Either

Question 5

5 (a) ....

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[4 marks]

5 (b)

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Turn over ▶

[8 marks]

5 (c)

Turn over ▶

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[18 marks]

30

Do not answer Question 6 if you have answered Question 5

Turn over for Question 6

Turn over ▶

Do **not** answer Question 6 if you have answered Question 5.

You should answer the questions in sentences.

or

Question 6

6 (a) ....

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[4 marks]

Do not write outside the box

6 (b)

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Turn over ▶

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[8 marks]

6 (c) ....

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Turn over ▶

[18 marks]

30

END OF QUESTIONS

There are no questions printed on this page

DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED