Centre No.						Раре	er Refer	rence			Surname	Initial(s)
Candidate No.				4	3	4	0	/	1	F	Signature	
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Commerce

IGCSE

Paper 1F

Foundation Tier

Thursday 13 November 2008 – Afternoon

Time: 1 hour 30 minutes

Materials required for examination	Items included with question papers
Calculator	Nil

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initial(s) and signature.

Check that you have the correct question paper.

Answer ALL the questions. Write your answers in the spaces provided in this question paper.

Information for Candidates

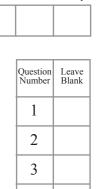
The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2). There are 3 questions in this question paper. The total mark for this paper is 80. There are 12 pages in this question paper. Any blank pages are indicated. You may use a calculator.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling. You are advised to spend an equal amount of time, about 30 minutes, on each question.

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Turn over



(1)

Answer ALL questions

1. The following pictures show four methods of communication.









Using the pictures, answer the following questions:

(a) Name each method of communication labelled.

(i)	(1)
(ii)	
	(1)
(iii)	 (1)
(iv)	



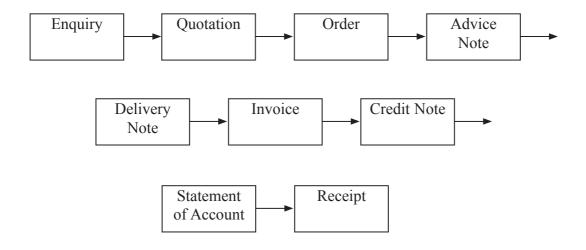
Leave blank

(b)) What would be the most likely method of communication used in the fol situations?					
	(i)	Sending a copy of an urgent document from Dubai to India.				
		(1)				
	(ii)	Confirming the appointment of a new job.				
		(1)				
	(iii)	Finding out the current share price of the company that you work for.				
		(1)				
	(iv)	Arranging a weekly face-to-face meeting between managers based in different countries who do not have time to travel.				
		(1)				
(c)	(i)	State two advantages of the telephone over postal communications.				
		(2)				
	(ii)	State two advantages of electronic mail over the telephone.				
		(2)				



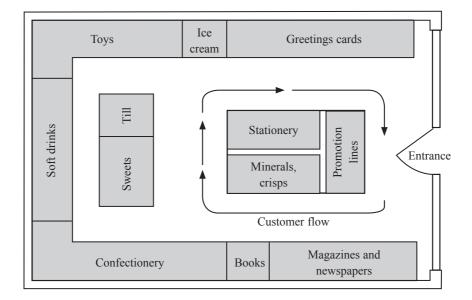
(d)	Analyse the benefits to a sales representative of using a mobile phone.
	(4)
(e)	Explain why effective communication is important to a business.

Businesses use a range of documents in the buying and selling of goods, as shown in the following diagram.



i)	Identify the two documents sent from the buyer to the seller.	
		(2)
ii)	Identify two documents requesting payment.	
		(2)
iii)	State the purpose of a receipt.	
		(2)
iv)	Using an example, give one reason why a credit note would be sent.	
		(2)
v)	Why is a delivery note useful to the buyer of goods?	
		(2)
	(Total 30 m	

2. A small independent retail shop has the following self-service layout. Study it and then answer the questions which follow.



(a)	Stat	te three reasons for the existence of this type of shop.	
	••••		
			••
	••••		••
	••••	(3	3)
(b)	Wh	y are the following goods located where they are in the shop?	
	(i)	Newspapers	
			 2)
	(ii)	Sweets	- ,
		(2	 2)

(c)	(i)	Outline the difference between self-service and after-sales service.
		(2)
	(ii)	Explain why packaging is important to self-service.
		(3)

QUESTION 2 CONTINUES ON THE NEXT PAGE



Baı	code	es and brand names are used extensively on packaging.					
(d)	(i)	What two items of information are contained in a bar code?					
	(;;)	Discuss the advantages of her adding to the retailer					
	(11)	Discuss the advantages of bar coding to the retailer.					
		(4)					
	(iii)	Explain why so many manufacturers include a brand name on their packaging.					
		(3)					

(e) (i)	Describe what is meant by internet shopping.
(;;)	(2)
(11)	Why do some customers not use internet shopping?
	(2) (Total 25 marks)

3. The following table shows the number of people employed in Zarabia.

Zarabian Employment

Employment Categories	Number
Manufacturing	500 000
Chemicals	700 000
Farming	800 000
Direct Services	400 000
Mining	300 000
House Building	750 000
Commercial Activities	1800000
Forestry	750 000
Total Employment	6000000

Using the table, answer the following questions.

(a)	(i)	Identify one example of a primary industry.
	(ii)	(1) Identify one example of a secondary industry.
		(1)
	(iii)	Calculate how many people are employed in tertiary activities.
		(2)
	(iv)	Calculate the percentage of the total workforce employed in commercial activities.
		(2)



Leave blank

(1)	Name three factors of production used in the manufacture of cars.
(ii)	Explain two advantages of specialisation for a car manufacturer.
(iii)	Discuss disadvantages to employees that may result from specialisation on a assembly production line.



	Leav
(c) What difficulties would there be for manufacturers if banking services did not exist?	blan
(4)	Q
(Total 25 marks)	
TOTAL FOR PAPER: 80 MARKS	
END	