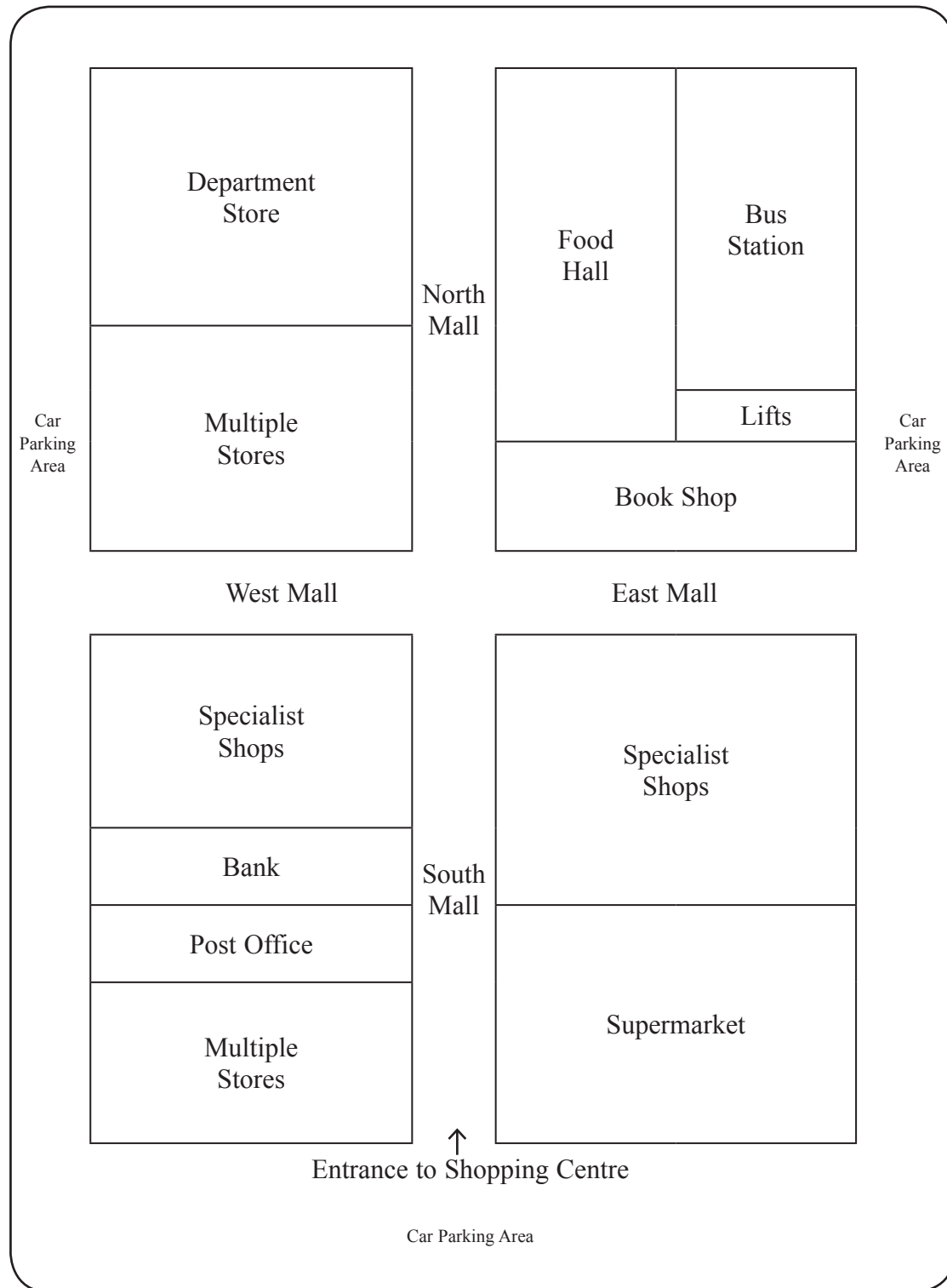


Answer ALL questions

1. During the last few years many small retail shops have closed. In the same period many more large shopping centres have been opened. The diagram below shows the layout of a new shopping centre.

Study the diagram, and use it to answer the questions that follow.



(a) (i) Name **two** means of transport that customers are likely to use when going to a shopping centre.

.....
.....
.....

(2)

(ii) Suggest **two** features in a shopping centre that would help to make shopping there a relaxed and enjoyable experience.

.....
.....
.....

(2)

(iii) Give **two other** features of shopping centres.

.....
.....
.....

(2)

(iv) Explain **one** disadvantage to customers when using a large shopping centre.

.....
.....
.....

(3)



(b) Identify **three** features of each of the following retailers:

(i) Department stores

.....
.....
.....
.....

(3)

(ii) Multiple stores

.....
.....
.....
.....

(3)

(c) (i) Explain why supermarket shopping has grown in importance.

.....
.....
.....
.....
.....
.....
.....

(4)

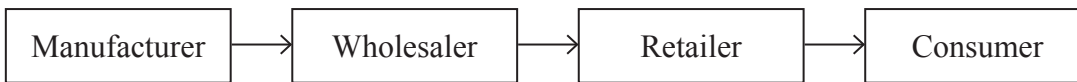
(ii) Analyse how small retail shops continue to compete with supermarkets.

.....
.....
.....
.....
.....
.....

(4)



(d) A typical chain of distribution is shown below.



(i) Why are wholesalers sometimes called middlemen?

..... (1)

(ii) Give **two** reasons why some retailers no longer deal with wholesalers.

.....
.....
..... (2)

(iii) What would be **one** disadvantage of leaving out the wholesaler from the chain of distribution?

.....
.....
..... (2)

(iv) Identify **two** commercial documents that will pass between a retailer and a wholesaler in their business transactions.

.....
.....
..... (2)

(Total 30 marks)

Q1

| | |
|--|--|
| | |
|--|--|



2. Zak and Zara are the only two partners in ZZ Travel Agency and now would like to expand their business. However, they are worried about the most recent information on their turnover, gross profit and net profit. This information is shown below.

| | |
|--------------|----------|
| TURNOVER | down 11% |
| GROSS PROFIT | down 7% |
| NET PROFIT | down 9% |

- (a) (i) Why are travel agents in the tertiary sector?
..... (1)
- (ii) What is the name of the legal document drawn up for a partnership?
..... (1)
- (iii) State **three** items of information this document would contain.
.....
.....
..... (3)



(b) Define the following terms:

(i) Turnover

.....
.....
.....

(2)

(ii) Gross Profit

.....
.....
.....

(2)

(iii) Net Profit

.....
.....
.....

(2)

The net turnover of the business is £1 000 000. The net profit is £125 000.

(c) (i) Calculate the percentage return on turnover.

.....
.....
.....
.....

(3)

(ii) How might the ZZ Travel Agency improve its turnover figures?

.....
.....
.....
.....

(3)



(iii) Analyse possible reasons for the fall in profits.

.....

.....

.....

.....

.....

.....

(4)

(d) Explain **one** way ZZ Travel Agency could obtain the extra capital to expand.

.....

.....

.....

.....

.....

.....

(4)

(Total 25 marks)

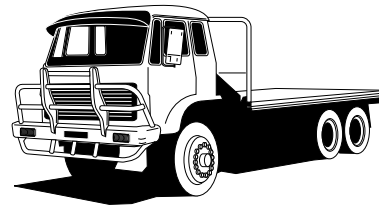
Q2



3. The pictures below show two specialised vehicles used to transport goods by road. Study the pictures and then answer the questions that follow.



Vehicle A



Vehicle B

(a) (i) Name **one** type of goods likely to be transported by Vehicle A.

..... (1)

(ii) Name **one** type of goods likely to be transported by Vehicle B.

..... (1)

(iii) Using examples of **two other** types of road transport, say what they are used for.

.....
.....
.....
.....
.....
..... (4)

(iv) If the goods carried by Vehicle A and Vehicle B above needed to be transported by sea, which **two** types of sea transport could be used?

.....
..... (2)



(b) (i) Consider when it would be better to choose sea rather than road for the transport of goods.

.....
.....
.....
.....
.....
.....
.....

(5)

(ii) How does the operation of container services help to make the combined use of road and sea transport more effective?

.....
.....
.....
.....
.....
.....

(4)



(c) Examine the work of the Baltic Exchange in the provision of sea transport.

.....
.....
.....
.....
.....
.....

(4)

(d) How do communication services assist transport?

.....
.....
.....
.....
.....
.....

(4)

Q3

(Total 25 marks)

TOTAL FOR PAPER: 80 MARKS

END



BLANK PAGE

