

Centre No.						Paper Reference						Surname	Initial(s)	
Candidate No.						7	1	0	0	/	1	B	Signature	

Paper Reference(s)

**7100/1B**

**London Examinations GCE  
Commerce  
Ordinary Level**

Monday 12 May 2008 – Morning

Time: 1 hour

Examiner's use only

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Team Leader's use only

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7100/1A

Question Number	Leave Blank
1	
2	
3	
4	
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7	
8	
9	
10	
Total for Section A	

**Materials required for examination**

Nil

**Items included with question papers**

Nil

7100/1B

Question Number	Leave Blank
1	
2	
3	
4	
Total for Section B	

**Instructions to Candidates**

Indicate which question you are answering by marking the box (☒).  
 If you change your mind, put a line through the box (☒) and then indicate your new question with a cross (☒).  
 This paper has two parts: 7100/1A and 7100/1B.  
 In Paper 7100/1A, answer ALL questions in the spaces provided.  
 In Paper 7100/1B, answer TWO questions in the spaces provided.

**Information for Candidates**

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2).  
 There are 4 questions in this question paper. The total mark for Paper 7100/1A is 60 and 40 for this Paper 7100/1B.  
 There are 16 pages in this question paper. Any blank pages are indicated.  
 Paper 7100/1A carries 60% of the total marks and Paper 7100/1B carries 40%.

**Advice to Candidates**

Write your answers neatly and in good English.  
 In Paper 7100/1B organise your material and present your ideas in a clear and logical form.  
 Calculators may be used.

Total for Question Paper	
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**SECTION B**

**Answer TWO questions only from this section.**

**You are advised to spend approximately 60 minutes answering the two questions from this section.**

**Put a cross in the box indicating the question that you have chosen (☒).  
If you change your mind, put a line through the box (☒) and then put a cross in the other box (☒).**

Chosen Question Number: **Question 1** ☒

**1.** A small retail shop selling food and general household goods has falling sales and profits. The shop is situated near to a supermarket which opened two years ago.

(a) Identify **two** ways by which the owner of the retail shop could advertise to attract new customers.

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**(2)**

















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H 3 1 0 8 1 A 0 9 1 6



(c) Explain the most suitable type of credit for Mrs Goma when purchasing each of the following:

(i) a small refrigerator costing £50

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(ii) a new kitchen costing £9 000.

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**(6)**





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