

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

Paper Reference(s)

7100/1A

London Examinations GCE
Commerce
Ordinary Level

Wednesday 14 January 2009 – Morning
Time: 1 hour 30 minutes

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	
5	
6	
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

This paper has two parts: 7100/1A (section A) and 7100/1B (section B).
In Paper 7100/1A, answer ALL questions in the spaces provided.
In Paper 7100/1B, answer TWO questions in the spaces provided.
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 (☒).

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2).
There are 10 questions in this question paper. The total mark for this Paper is 60 and the total mark for Paper 7100/1B is 40.
Paper 7100/1A carries 60% of the total marks and Paper 7100/1B carries 40%.
There are 12 pages in this question paper. Any blank pages are indicated.

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 A

You must attempt all TEN questions in this section.

You are advised to spend approximately 90 minutes answering the questions in this section.

Write your answers in the spaces provided.

1. Complete the following sentences by inserting **one word in each.**

(a) The responsibility for bonded warehouses in the United Kingdom (UK) is with
..... (1)

(b) A is the distribution of profit to the shareholders in a limited company. (1)

(c) A is a loan from a Building Society for the purchase of a house. (1)

(d) Questionnaires are an example of research. (1)

(Total 4 marks)

Q1

2. Define the terms producer goods and consumer goods.

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

(Total 2 marks)

Q2



Leave blank

3. What would be **two** examples of 'aids to trade', other than transport, likely to be used by a car manufacturer?

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Q3

(Total 2 marks)

4. What would be **two** reasons for governments to pass laws to control the advertising of consumer products?

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Q4

(Total 2 marks)



5. Some businesses in the UK are in the public sector and others are in the private sector.

Match each of the following statements to either a public corporation or a public limited company by placing a cross (☒) in the correct boxes below.

	Public Corporation	Public Limited Company
Owned by the government	☒	☒
Sells shares to the public	☒	☒
The owners have limited liability	☒	☒
Usually provides a public service	☒	☒

Q5

(Total 4 marks)

6. Describe **one** characteristic of money that is required for it to carry out its function effectively.

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Q6

(Total 2 marks)



Leave blank

7. Why is branding important to the manufacturers of trainers (sports shoes)?

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(Total 2 marks)

Q7

8. What is **one** purpose of a 'certificate of origin'?

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.....

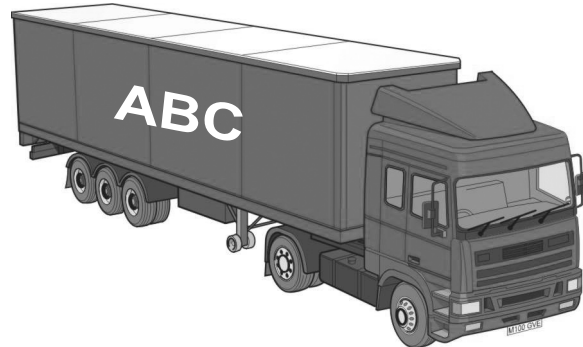
(Total 2 marks)

Q8



9. ABC Limited is a business that transports freight for other businesses. It owns and operates 24 large lorries. It delivers goods in the home and international market.

ABC Limited has been expanding over the last 10 years but rising petrol prices have caused costs to rise this year.



- (a) (i) Name **two** ways of transporting goods in the home market, other than road transport.

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.....
.....

(2)

- (ii) Analyse when the **two** ways of transporting from (a)(i) would be better than road transport in the home market.

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(4)



Many businesses use their own fleet of lorries to transport their goods rather than use a business such as ABC Limited.

(b) Discuss the advantages of using 'own fleet' road transport instead of ABC Limited.

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(4)

The lorries of ABC Limited transport goods internationally.

(c) Name **two** documents that ABC Limited drivers must have when transporting goods internationally.

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(2)



(d) Describe why different documents are used in international trade.

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(4)

(e) Analyse how road transport has improved in the last 50 years.

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(4)

(Total 20 marks)

Q9

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10. Newton is a large town in an area with many industries located nearby. People who live in the area have high incomes. The town centre has many shops and restaurants and is popular with the local people.

A property development business wants to build a shopping centre on the edge of Newton, similar to the shopping centre in the picture below.



(a) (i) What is meant by a shopping centre?

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

(2)

(ii) Give **two** reasons why the shopping centre will be located on the edge of town.

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

(2)



(b) What will be **two** advantages to the people of Newton when using the new shopping centre?

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(4)

(c) Why might the restaurant owners in Newton town centre not want the shopping centre opened?

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(4)



Many shops in the town centre buy from wholesalers.

(d) Define the term wholesaler.

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(2)

(e) Describe **three** services that a wholesaler provides for a retailer.

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(6)

Q10

(Total 20 marks)

TOTAL FOR SECTION A: 60 MARKS

END

