

FOR OFFICIAL USE

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G

KU DM

Total

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**4200/29/01**

NATIONAL WEDNESDAY, 30 MAY  
 QUALIFICATIONS 10.20 AM – 11.35 AM  
 2012

**BUSINESS  
 MANAGEMENT  
 STANDARD GRADE**  
 General Level

**Fill in these boxes and read what is printed below.**

Full name of centre

Town

Forename(s)

Surname

Date of birth

Day Month Year

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Scottish candidate number

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Number of seat

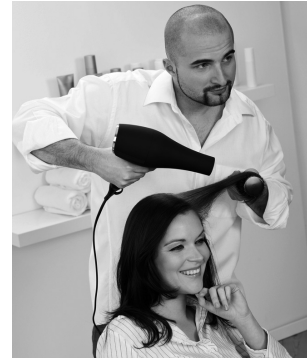
1. Read each question carefully.
2. Attempt **all** the questions.
3. All answers are to be written in this answer book.
4. Do **not** write in the margins.
5. Before leaving the examination room you must give this book to the Invigilator. If you do not, you may lose all the marks for this paper.



Marks		KU	DM
	2		
	1		
	2		
	2		

1.

Jordan was a hairdresser who decided to start up business as a sole trader. He was advised to carry out market research and decided to do some field research. After showing the Bank Manager his Business Plan, he got a bank loan to help him buy equipment and find suitable premises.



(a) Give **one** advantage and **one** disadvantage of being a sole trader.

Advantage \_\_\_\_\_

\_\_\_\_\_

Disadvantage \_\_\_\_\_

\_\_\_\_\_

(b) (i) Give **one** example of a method of field research.

\_\_\_\_\_

\_\_\_\_\_

(ii) Give **one** advantage and **one** disadvantage of using field research to get information.

Advantage \_\_\_\_\_

\_\_\_\_\_

Disadvantage \_\_\_\_\_

\_\_\_\_\_

(c) Identify **2** factors Jordan would consider when choosing the location for his business.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

**1. (continued)**

Marks

KU	DM

(d) Other than to get a bank loan, suggest **one** reason why a business may have completed a Business Plan.

\_\_\_\_\_

\_\_\_\_\_

**1**

(e) Give **one** advantage and **one** disadvantage of having a bank loan as a source of finance for a business.

Advantage \_\_\_\_\_

\_\_\_\_\_

Disadvantage \_\_\_\_\_

\_\_\_\_\_




**2**

**[Turn over**

Marks

2.

BP is a global brand involved in all 3 Sectors of Industry. In 2010, spillages of oil in the USA caused damage to the environment.

	Petrol Station	
Oil Drilling		Oil Refinery
		

(a) From the pictures and descriptions given above, identify the primary, secondary and tertiary Sectors of Industry.

Primary \_\_\_\_\_

Secondary \_\_\_\_\_

Tertiary \_\_\_\_\_

3

(b) Suggest **2** benefits to a business of being involved in all 3 Sectors of Industry.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

2

(c) (i) Explain the term “global brand”.

\_\_\_\_\_

\_\_\_\_\_

1

(ii) Give **one** advantage of having a global brand.

\_\_\_\_\_

\_\_\_\_\_

1

	KU	DM

**2. (continued)**

<i>Marks</i>		KU	DM
(d) Suggest <b>2</b> ways BP could make customers more aware of their brand.			
1 _____			
_____			
2 _____			
_____	<b>2</b>		
(e) Suggest <b>2</b> effects which the spillage of oil by BP could have on their business.			
1 _____			
_____			
2 _____			
_____	<b>2</b>		

**[Turn over**

Marks

	KU	DM
2		
2		
4		

3.

Stuart and Julie Whatley own Edinbane Pottery on the Isle of Skye. They work as a team producing hand-made pottery. There is a shop attached to the workshop where the pottery is available for sale.



(a) Suggest **2** aims of a small business like Edinbane Pottery.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

2

(b) Give **one** advantage and **one** disadvantage of using a labour intensive process to make the pottery.

Advantage \_\_\_\_\_

\_\_\_\_\_

Disadvantage \_\_\_\_\_

\_\_\_\_\_

2

(c) Other than the owners, identify **2** possible stakeholders in Edinbane Pottery. Describe the interest they have in the business.

Stakeholder 1 \_\_\_\_\_

Interest \_\_\_\_\_

\_\_\_\_\_

Stakeholder 2 \_\_\_\_\_

Interest \_\_\_\_\_

\_\_\_\_\_

4

**3. (continued)**

*Marks*

(d) Suggest **one** advantage of working as a team.

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**1**

(e) Other than selling from a shop, give **one** other Channel of Distribution a business could use.

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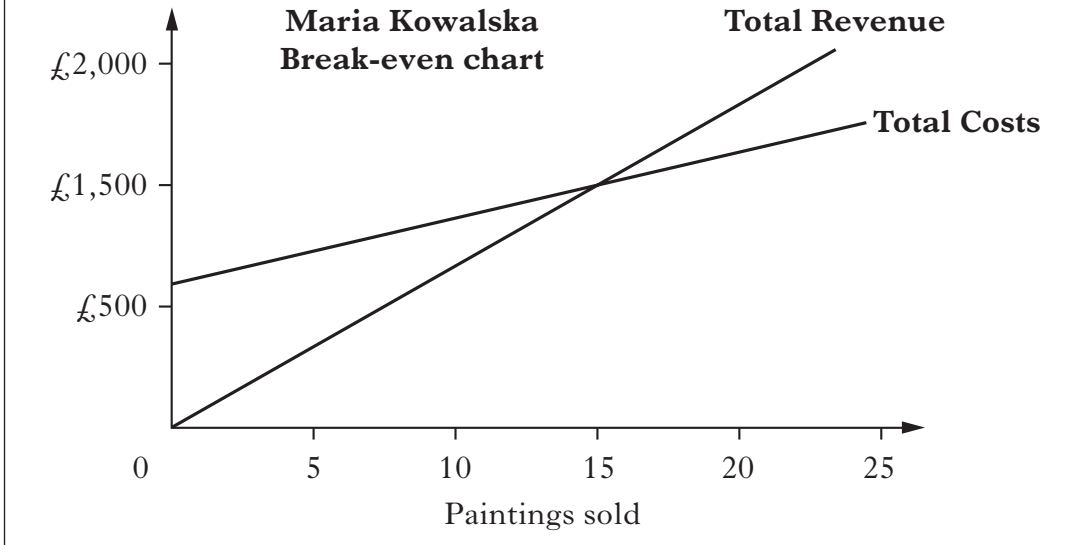
**1**

**[Turn over**

	KU	DM

4.

Maria Kowalska is an artist with a studio in Dumfries. She sells her paintings for £100 each. She has produced a break-even chart for her business.



Marks

	KU	DM
2		
2		
2		

(a) From the break-even chart, identify:

(i) number of paintings sold at break-even point.

\_\_\_\_\_

(ii) Total Costs at break-even point.

\_\_\_\_\_

2

(b) Total Costs are calculated by adding Fixed and Variable Costs.

(i) Explain the terms:

Fixed Costs \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Variable Costs \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2

(ii) For Maria Kowalska, give an example of a:

Fixed Cost \_\_\_\_\_

Variable Cost \_\_\_\_\_

2



**4. (continued)**

<i>Marks</i>		KU	DM
1	(i) Explain the term Total Revenue.		
2	(ii) Suggest 2 ways Maria Kowalska could increase Total Revenue.		

(c) (i) Explain the term Total Revenue.

\_\_\_\_\_

(ii) Suggest 2 ways Maria Kowalska could increase Total Revenue.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

**[Turn over**

Marks

KU	DM
4	
2	
2	

5.

Sainsbury's recently opened a new store in Prestwick. Recruitment started before the opening date. All applicants were given a Job Description and Person Specification. Successful employees received Induction Training.



The supermarket has a number of goods and services available—freshly made pizzas, fruit and vegetables, homeware, insurance, clothes, home deliveries, dry cleaning.

- (a) Suggest and justify **2** places Sainsbury's could put an advertisement to attract new employees.

**You should give a different justification for each suggestion.**

Suggestion 1 \_\_\_\_\_

Justification \_\_\_\_\_

\_\_\_\_\_

Suggestion 2 \_\_\_\_\_

Justification \_\_\_\_\_

\_\_\_\_\_

4

- (b) (i) Give **2** items which are included in a Job Description.

1 \_\_\_\_\_

2 \_\_\_\_\_

2

- (ii) Give **2** items which are included in a Person Specification.

1 \_\_\_\_\_

2 \_\_\_\_\_

2

5. (continued)

Marks

KU	DM

(c) (i) Explain the term Induction Training.

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1

(ii) Suggest and describe **one** other type of training.

Suggestion \_\_\_\_\_

Description \_\_\_\_\_

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2

(d) **From the case study**, identify **one** good and **one** service provided by Sainsbury's.

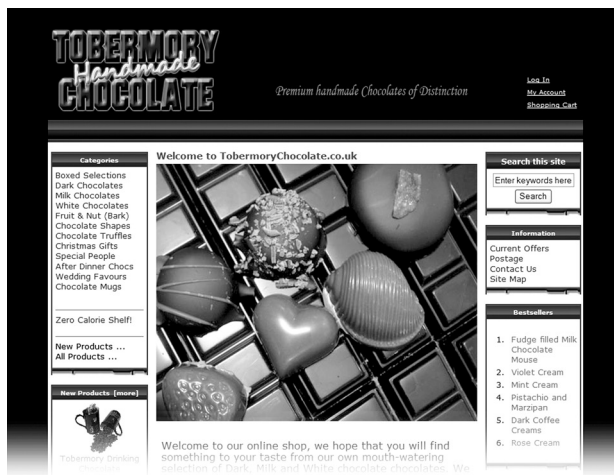
Good \_\_\_\_\_

Service \_\_\_\_\_

2

[Turn over

6. Tobermory Chocolate Company sell their chocolates online through their website.



(a) (i) Give 2 advantages of selling chocolates online.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

2

(ii) Give 2 disadvantages of selling chocolates online.

1 \_\_\_\_\_

\_\_\_\_\_

2 \_\_\_\_\_

\_\_\_\_\_

2

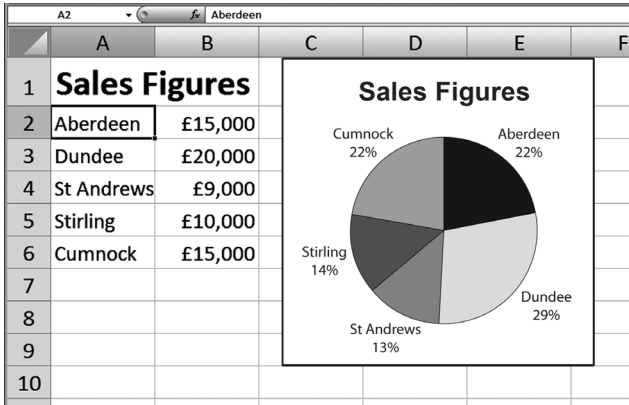
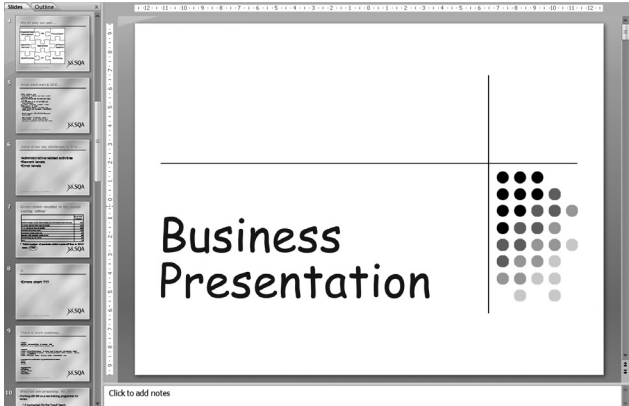
6. (continued)

Marks 

KU	DM
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(b) Businesses use a variety of software applications.

Study the business tasks below and complete the table by identifying the most suitable software application used.

<b>Business Task</b>	<b>Most suitable software application</b>
	
	
<p><b>Dear Sir/Madam,</b></p> <p>We would like to invite you to our Summer Sale which is due to start on 1 July 2012.</p> <p>As a valued customer, we would like to offer a further 10% off the price of our goods if you bring this letter with you.</p> <p>Yours faithfully,</p> <p><b>Sara Sing</b> Sales Manager</p>	

3

[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Question 3—Reference to Edinbane Pottery and small picture of shop. Reproduced by kind permission of Stuart and Julie Whatley, Edinbane Pottery.

Question 6—Screenshot of Tobermory Chocolate website. Reproduced by kind permission of Tobermory Chocolate Company.

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