

FOR OFFICIAL USE

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G

KU DM

Total

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4200/402

NATIONAL
QUALIFICATIONS
2009

TUESDAY, 19 MAY
10.20 AM – 11.35 AM

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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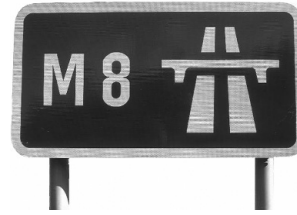
Number of seat

- 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.



1. Study the information below and then answer the questions that follow.

HobbyCraft created 50 jobs when it opened its first branch in Scotland at the Glasgow Fort. HobbyCraft is a private limited company.



Adapted from HobbyCraft website

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1. (continued)

(a) Suggest and justify **2** reasons why HobbyCraft may have chosen to locate at the Glasgow Fort.

You must give 2 different justifications.

Suggestion 1 _____

Justification _____

Suggestion 2 _____

Justification _____

4

(b) Identify **2** features of a private limited company.

1 _____

2 _____

2

(c) Identify **4** steps used in the recruitment and selection process.

1 _____

2 _____

3 _____

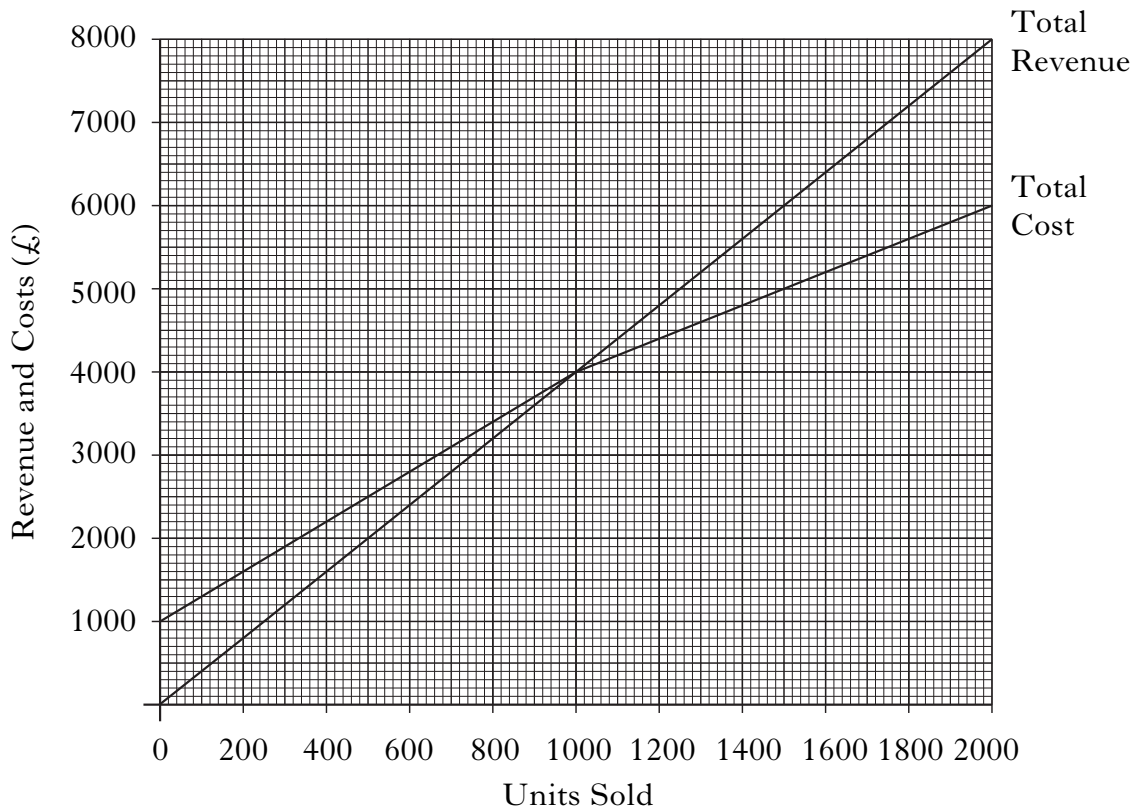
4 _____

4

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2. Aleksi Gorzowski manufactures wooden rocking horses.



(a) Identify from the above graph:

(i) Number of units sold at break-even point;

(ii) Total Revenue at break-even point.

2

(b) Identify the following costs as fixed or variable. Put a tick (✓) in the correct box.

	Fixed Cost	Variable Cost
Rent		
Raw Materials		
Insurance		

3

Marks

2. (continued)

(c) Aleksı is calculating his costs. Please help him to complete the missing figures. Insert your answers in the table below.

Month	Fixed Cost	Variable Cost	Total Cost
January	£1000	£2500	
February	£1000		£5000
March		£3500	£4500

3

(d) Suggest and justify a suitable software application which Aleksı could use to help him calculate the above information.

Software Application _____

Justification _____

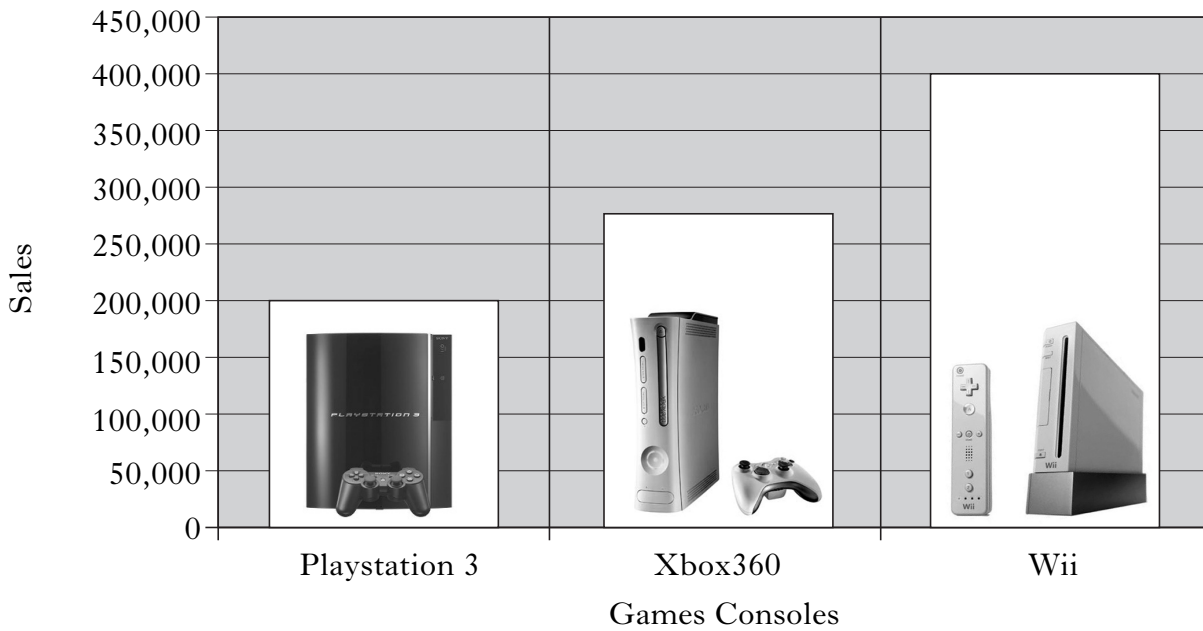
2

[Turn over

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3. Sales of Games Consoles January 2007



In 2007 there was fierce competition in the games console market. Nintendo Wii, Sony Playstation 3 and Microsoft Xbox carried out market research to gain customers.

(a) (i) From the diagram above, identify the market leader.

1

(ii) Suggest **one** reason why it is important to be the market leader.

1

Marks

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4	
2	
2	

3. (continued)

(b) Sony, Microsoft and Nintendo carry out market research.

Identify and describe **one** method of field research and **one** method of desk research.

Field Method _____

Description _____

Desk Method _____

Description _____

(c) Suggest and justify a pricing policy which could be used by Microsoft.

Pricing Policy _____

Justification _____

(d) Other than price, suggest **2** ways the games console manufacturers can compete with each other.

Suggestion 1 _____

Suggestion 2 _____

[Turn over

Marks

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3. (continued)

(e) Other than price, describe 2 elements of the marketing mix.

1 _____

2 _____

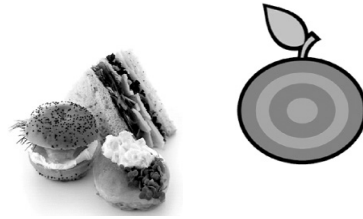
2	

[Turn over for Question 4 on *Page ten*

Marks

4.

Having a business meeting and need sandwiches? Why not get in touch with Beetroot Blue? You can choose from our menu or you can create your own. You order on-line, we prepare your sandwiches and deliver them to you.



Source: www.beetrootblue.com

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2	
	2
	1

(a) Name and describe a suitable method of production which could be used by Beetroot Blue.

Method of Production _____

Description _____

2

(b) Suggest **2** advantages to customers of ordering on-line.

1 _____

2 _____

2

(c) Suggest **one** disadvantage to customers of ordering on-line.

1

Marks

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4. (continued)

(d) Beetroot Blue is involved in both secondary and tertiary sectors of industry. Explain the terms:

Secondary Sector _____

Tertiary Sector _____

2

[Turn over

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2	
2	
4	

5.

Jenny Scott had a dream of one day owning her own business. Jenny felt that there was a gap in the market for fashion accessories and jewellery. Jenny got a loan from the Prince's Trust who asked her for a business plan. She started her business and called it "Lily".



Source: Determined to Succeed website

(a) Give **2** headings contained in a Business Plan.

Heading 1 _____

Heading 2 _____

(b) Suggest **2** aims which Jenny could have for her business.

1 _____

2 _____

(c) Suggest **2** stakeholders in "Lily" and the interest each stakeholder will have in the business.

Stakeholder 1 _____

Interest _____

Stakeholder 2 _____

Interest _____

Marks

5. (continued)

(d) “Lily” operates a flat structure. Suggest **one** advantage of this type of structure.

1

(e) Identify and describe **one** other type of organisation structure.

Type of organisation structure _____

Description _____


2

[Turn over

Marks

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6.



Save the Children exists to just do that—save children. The charity aims to give children a better chance in life by providing food, medicines and education. Marks & Spencer, Next and Virgin are three of the many businesses who have supported the charity.

Source: Adapted from Save the Children website

(a) Suggest **one** reason why businesses are keen to support “Save the Children”.

1

(b) Other than business support, suggest **3** ways “Save the Children” can raise finance.

Suggestion 1 _____

Suggestion 2 _____

Suggestion 3 _____

3

Marks

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6. (continued)

(c) “Save the Children” is in the voluntary sector of the economy. Name and describe **2** other sectors of the economy.

Sector _____

Description _____

Sector _____

Description _____

4

(d) Suggest **2** ways “Save the Children” could raise awareness of the charity.

Suggestion 1 _____

Suggestion 2 _____

2

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

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Question 5—Lily logo. Permission is being sought from Ms Jenny Cunningham.

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