

FOR OFFICIAL USE

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G

KU DM

Total

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**4200/402**

NATIONAL  
QUALIFICATIONS  
2011

WEDNESDAY, 25 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.

Fraser Doherty, from Edinburgh, set up SuperJam when he was only 14. SuperJam is produced with no added sugar, making it healthier. The SuperJam brand sells over 500,000 jars a year. Market research has helped to expand the business.

**SuperJam™**  
100% Pure Fruit



Marks	KU	DM
2		
4		
1		
1		

(a) Identify **2** factors of production used in a business like SuperJam.

1 \_\_\_\_\_

2 \_\_\_\_\_

(b) Suggest and justify **2** sources of finance Fraser Doherty could have used when starting his business.

**Use a different justification for each suggestion.**

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

Justification \_\_\_\_\_

\_\_\_\_\_

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

Justification \_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(ii) Describe how a brand name can be a benefit to a business.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**1. (continued)**

<i>Marks</i>	KU	DM
<b>2</b>		
<b>4</b>		

(d) Suggest **2** channels of distribution which SuperJam could use to get their product to the market.

1 \_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_

(e) “Market research helped to expand the business.”  
Name and describe the **2** types of market research.

Type \_\_\_\_\_


Description \_\_\_\_\_  
\_\_\_\_\_

Type \_\_\_\_\_

Description \_\_\_\_\_  
\_\_\_\_\_

**[Turn over**

2.



David and Fiona Marshall own a very successful working farm with sheep, cattle and chickens. The local countryside is perfect for outdoor activities. They decided to diversify into Quad biking and self-catering cottages. Their business is called Quadmania.

<i>Marks</i>	KU	DM
2		
3		

(a) Give **2** advantages to David and Fiona Marshall of diversification.

1 \_\_\_\_\_  
 \_\_\_\_\_

2 \_\_\_\_\_  
 \_\_\_\_\_

(b) David and Fiona are involved in different Sectors of Industry. In the table below, identify the sector of industry for each activity.

Area of Business	Sector of Industry
Quad biking	
The farm	
Self-catering cottages	

**2. (continued)**

<i>Marks</i>	KU	DM
<b>2</b>		
<b>3</b>		
<b>2</b>		

- (c) (i) In the business David and Fiona will use both Internal and External information. Explain the terms Internal and External Information.

Internal Information \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

External Information \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- (ii) Complete the table below identifying whether the information given is Internal or External.



<b>Information</b>	<b>Internal/External</b>
Farm records	
Enquiries from customers	
Supplier's price lists	

- (d) Identify a stakeholder in Quadmania and describe their interest in the business.

Stakeholder \_\_\_\_\_  
 Interest \_\_\_\_\_  
 \_\_\_\_\_

**[Turn over**

3.

Pashley Cycles has been making bicycles since 1926 and today new designs have been created to meet the needs of the customer. Pashley Cycles uses Job Production and aim to give a quality product to their customers. The company has grown over the years and now Pashley Cycles are sold in over 50 countries.

	Marks	KU	DM
(a) Identify <b>one</b> advantage and <b>one</b> disadvantage of Job Production.			
Advantage _____ _____			
Disadvantage _____ _____	2		
(b) Suggest and describe <b>one</b> other method of production which Pashley Cycles could use.			
Suggestion _____ Description _____ _____			
2	2		
(c) Other than producing quality bicycles, suggest <b>2</b> suitable aims for Pashley Cycles.			
1 _____ _____			
2 _____ _____			
2	2		

**3. (continued)**

<i>Marks</i>	KU	DM
2		
2		

(d) Suggest **2** methods that Pashley Cycles could use to promote their bicycles.

1 \_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_

(e) Suggest **2** ways that Pashley Cycles could improve their bicycles.

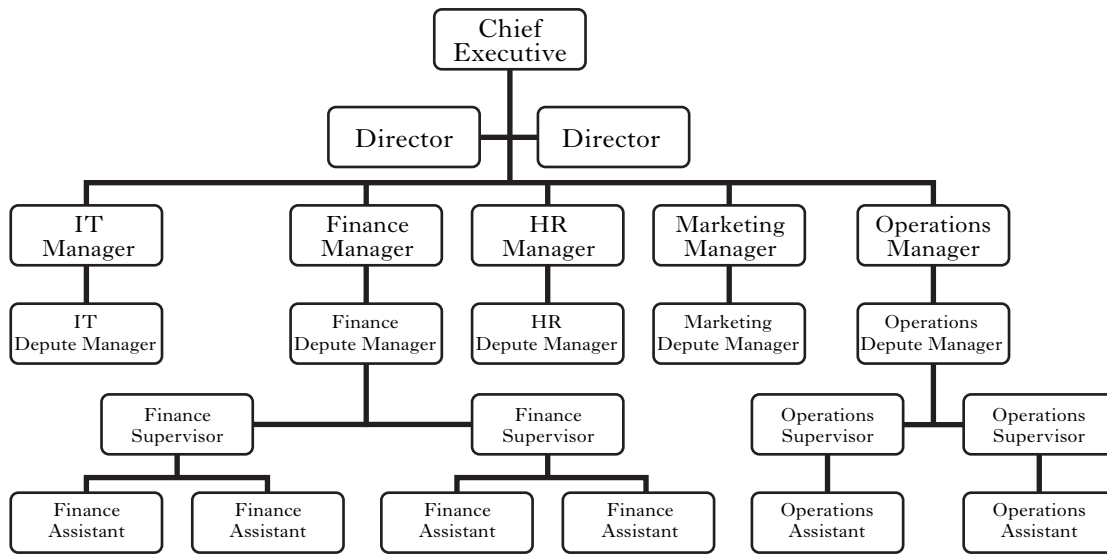
1 \_\_\_\_\_  
\_\_\_\_\_

2 \_\_\_\_\_  
\_\_\_\_\_

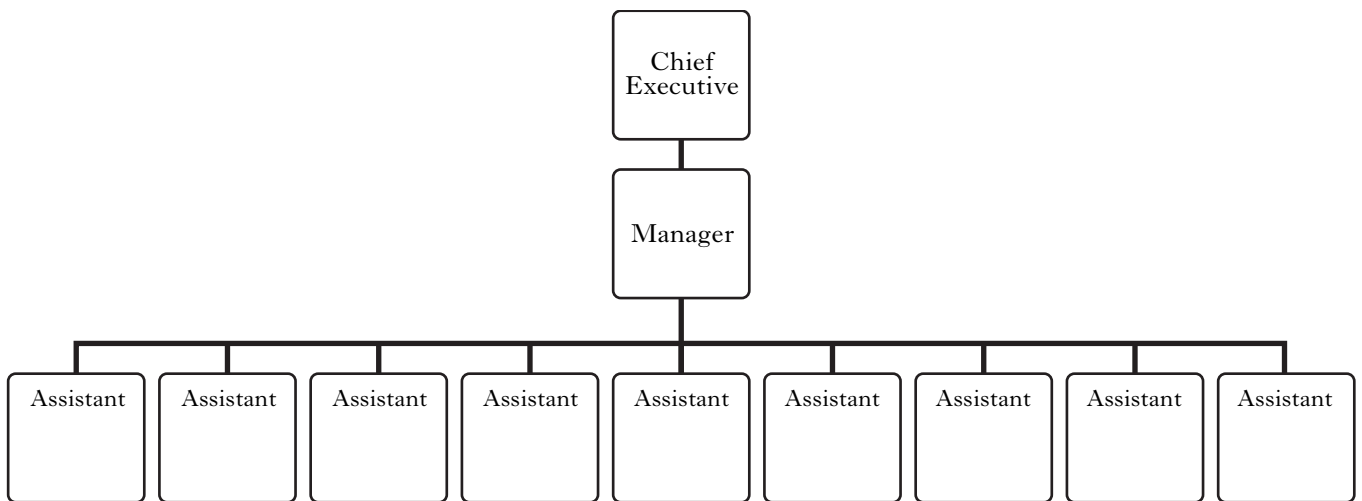
[Turn over

4.

**Organisation A**



**Organisation B**





**4. (continued)**

<i>Marks</i>		KU	DM
(a) Identify the <b>2</b> organisation structures shown opposite.  Structure A _____  Structure B _____	<b>2</b>		
(b) Give <b>2</b> advantages of organisation Structure A.  1 _____  _____	<b>2</b>		
(c) Suggest <b>2</b> reasons why an organisation may move from Structure A to Structure B.  1 _____  _____	<b>2</b>		
(d) Explain the term Line Relationship.  _____  _____	<b>1</b>		
(e) From Structure A, give an example of a line relationship in the Operations Department.  _____  _____	<b>1</b>		

**[Turn over**

5. The figures below show the Trading, Profit and Loss Account of Devesh Singh for the years 2009 and 2010. Study the information then answer the questions which follow.

Marks

Year 2009		Year 2010	
	£		£
Sales	100,000	Sales	80,000
Cost of Goods Sold	20,000	Cost of Sales	30,000
Gross Profit	A	Gross Profit	50,000
Expenses	30,000	Expenses	B
Net Profit	£50,000	Net Profit	£10,000

(a) Complete the Trading, Profit & Loss Account with the missing figures.

A \_\_\_\_\_

B \_\_\_\_\_

2

(b) (i) Suggest 2 possible ways that sales could be increased.

1 \_\_\_\_\_

2 \_\_\_\_\_

2

(ii) Give 2 examples of expenses which Devesh Singh may have in the business.

1 \_\_\_\_\_

2 \_\_\_\_\_

2

KU	DM

6.

# NHSJOBS



NHS Jobs is the online recruitment service for the National Health Service. You can perform a job search and apply for NHS Jobs online. You can sign up by email to receive new vacancies to suit your skills. Flexible working is available with a number of different types of contracts.

	Marks	KU	DM
(a) Give 2 features of a public sector organisation.			
1 _____ _____			
2 _____ _____	2		
(b) Give 2 advantages of applying for jobs online.			
1 _____ _____			
2 _____ _____	2		
(c) Other than for recruitment, suggest 2 reasons why the NHS may have a website.			
1 _____ _____			
2 _____ _____	2		

**[Turn over for Question 6 (d) and (e) on Page twelve**

**6. (continued)**

<i>Marks</i>	KU	DM
<b>1</b>		
<b>3</b>		

(d) Explain the term flexible working.

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(e) Describe the following terms.

Temporary contract \_\_\_\_\_

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Permanent contract \_\_\_\_\_

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Job Share \_\_\_\_\_

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[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Question 1—Super Jam logo and photograph are reproduced by kind permission of Eat Super Ltd.

Question 2—Quadmania photographs and information are reproduced by permission of Quadmania Ltd.

Question 3—Pashley Cycles logo and photographs are reproduced by kind permission of Pashley Cycles.

Question 6—NHS Jobs logo is reproduced by kind permission of NHS Jobs and Careers.