

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

BUSINESS STUDIES

Paper 1



0450/01

October/November 2006

1 hour 45 minutes

Candidates answer on the Question Paper.
No Additional Materials are required.

Candidate
Name

Centre
Number

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Candidate
Number

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READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.
The businesses described in this question paper are entirely fictitious.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use	
1	
2	
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Total	

(c) How could one element of the marketing mix, other than price, be used to increase Gulliver's sales of holidays?

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(d) Gulliver researched the market by giving a questionnaire to families at the end of their holidays.

(i) Explain why the business might have used this method of gathering data.

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(ii) Explain one reason why the data gathered might not be accurate.

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2 Giovanni had been to see his bank manager to talk about ways of financing the growth of his business. He wanted to open five new shops selling electrical goods such as televisions and radio equipment. The bank manager told him that he must think very carefully about the capital needs of this expansion which would involve both fixed and current assets. The bank manager told Giovanni that he would need to see the accounts of the business including a cash flow forecast before the bank could increase its lending.

(a) (i) Explain what is meant by a fixed asset.

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(ii) Give an example of a current asset that Giovanni's business would own.

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(iii) What is meant by a cash flow forecast?

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(b) (i) Explain **two** reasons why the bank manager would want to see the accounts of the business before increasing the bank's lending to Giovanni.

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- (ii) Outline the factors Giovanni should consider before deciding which method of finance would be best suited for this expansion.

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(c)

Table 1

Extract from Giovanni's Balance Sheet
as at 1 November 2006

	\$000's	
Stock	50	
Debtors	60	
Cash	0	
		110
Overdraft	80	
Creditors	40	
		120

- (i) Calculate the current ratio for the business from the information given in Table 1.

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- (ii) Is the liquidity position of Giovanni's business good? Explain your answer.

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- (c) Most of the employees in existing factories of Philochem are members of a trade union. What benefits does a worker gain from being a member of a trade union?

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- (d) Figure 3 shows data relating to the rates of pay in Philochem (P) and two other large chemical companies (A and B) in Europe between 2000 and 2005.

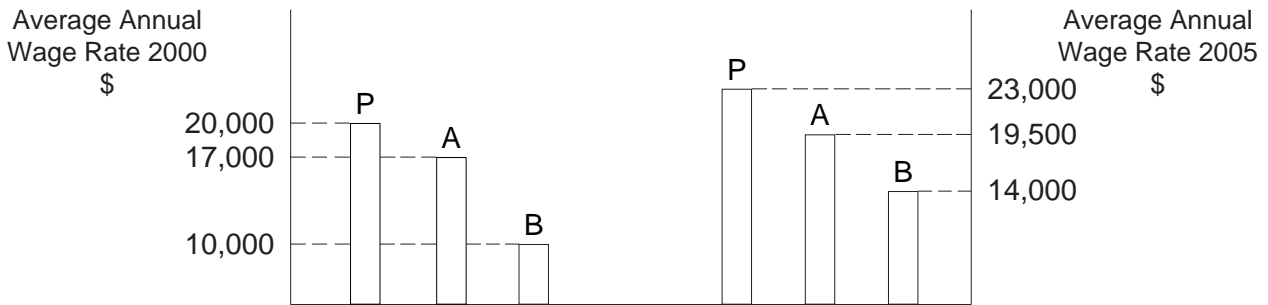


Figure 3

- (i) Which company raised its wages by the greatest amount between 2000 and 2005. Explain your answer.

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- (ii) Using Figure 3 explain why different companies increase their wage rates over time by different amounts.

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(d) Business activity may result in social costs and social benefits. Describe the **benefits** that you would expect J.T. Enterprises to produce.

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(e) Identify and explain **two** important changes that have happened in your country in terms of employment and contribution to national wealth in recent times.

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