

New
Specification

Rewarding Learning

General Certificate of Secondary Education
2018

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business

ML

[GBU11]

WEDNESDAY 23 MAY, MORNING

TIME

1 hour 30 minutes, plus your additional time allowance.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in black ink only. **Do not write with a gel pen.**

There should be enough space for your answers.

Answer **all three** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 90.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Quality of written communication will be assessed in Questions **1(f)**, **2(g)** and **3(f)**.

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Answer **all** questions

1 John and Jane own a successful food catering business called Meals at Work in Lisburn. Their rented premises consist of a large kitchen, packing and despatch areas. They supply and deliver lunches and catering packs to local businesses, and currently employ eight people.

(a) (i) What size of business is Meals at Work?

_____ [1]

(ii) Write down **one** reason why John and Jane might have wanted to start their own business.

_____ [1]

(b) Write about and describe what it means to be enterprising.

_____ [2]

[Turn over

(c) (i) What type of business ownership is Meals at Work?

_____ [1]

(ii) Write about **one** advantage of this type of business ownership.

_____ [2]

(d) Meals at Work has the aim of improving its corporate image. Write about and explain how this aim might affect the business.

_____ [4]

(e) Identify and analyse **two** ethical issues that could be associated with the business aims of Meals at Work.

1. _____

2. _____

[6]

[Turn over

2 (a) Write about and explain the term “market segmentation”.

[2]

(b) Write about and explain the purpose of market research.

[2]



(c) Write about and describe **two** methods of market sampling which a business could use.

Method 1 _____

Method 2 _____

[4]

(e) Analyse **two** factors that could affect the price of a product or service.

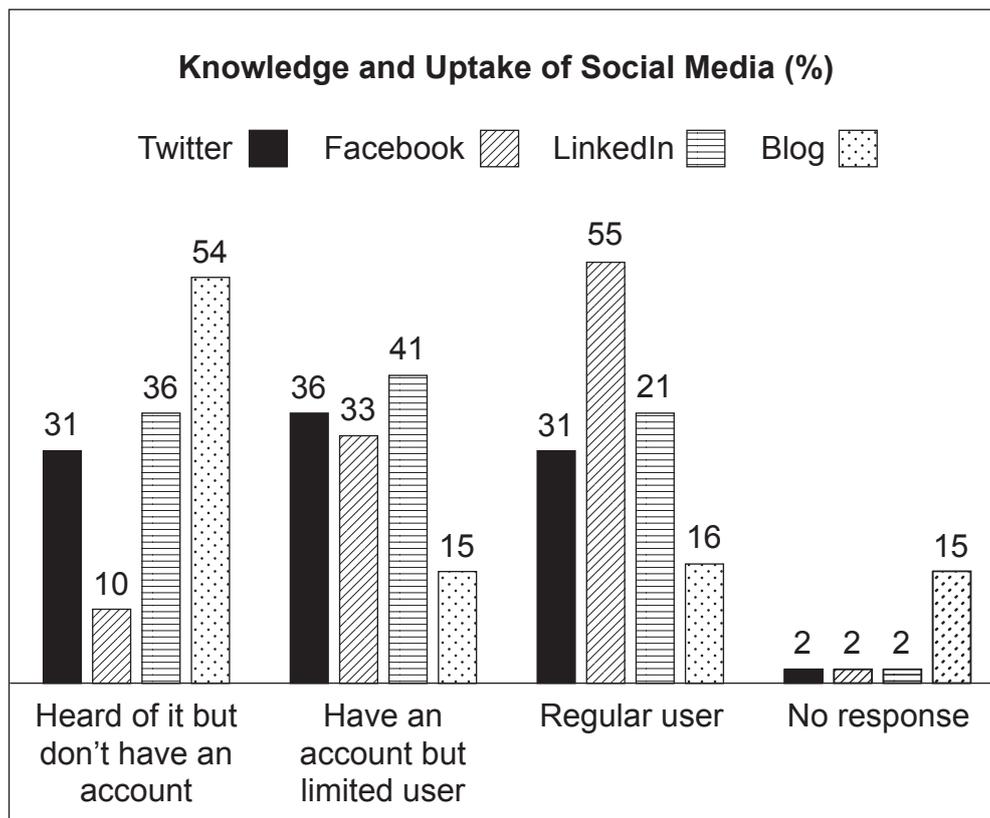
1. _____

2. _____

[6]

[Turn over

(f) Study the information below and answer the following questions.



(i) What percentage of people have heard of Facebook but don't have an account?

_____ [1]

(ii) What percentage of people are regular users of Twitter?

_____ [1]

(iii) How might a business make use of the results of this research?

[2]

[Turn over

3 Tom works as a Designer at Topcat. Topcat is a high quality furniture manufacturer which produces furniture to customer requirements.

(a) (i) What type of production is Topcat involved in?

_____ [1]

(ii) Name the other **two** types of production.

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[2]

(b) (i) What method of manufacturing is used at Topcat?

_____ [1]

(ii) Write about and explain **two** advantages of this method of manufacturing for Topcat.

1. _____

2. _____

_____ [4]

[Turn over

(e) Topcat has received an Investors in People Award. Write about and describe this quality standard award. Analyse **two** reasons why Topcat wished to achieve it.

Description

[2]

Benefit 1

[2]

Benefit 2

[2]

[Turn over

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For Examiner's use only	
Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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