

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



[GBU11]

\*GBU11\*

**WEDNESDAY 23 MAY, MORNING**

## TIME

1 hour 30 minutes.

## 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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\*20GBU1102\*



Answer **all** questions

**1** Zak and Kellie 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)** Give **one** reason why Zak and Kellie might have wanted to start their own business.

\_\_\_\_\_  
\_\_\_\_\_ [1]

**(b)** Describe what it means to be enterprising.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

[Turn over



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

\_\_\_\_\_ [1]

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

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

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [4]



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

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

[6]

[Turn over







2 (a) Explain the term “market segmentation”.

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[2]

(b) Explain the purpose of market research.

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[2]



(c) Describe **two** methods of market sampling which a business could use.

Method 1 \_\_\_\_\_

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Method 2 \_\_\_\_\_

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[4]

[Turn over





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

1. \_\_\_\_\_

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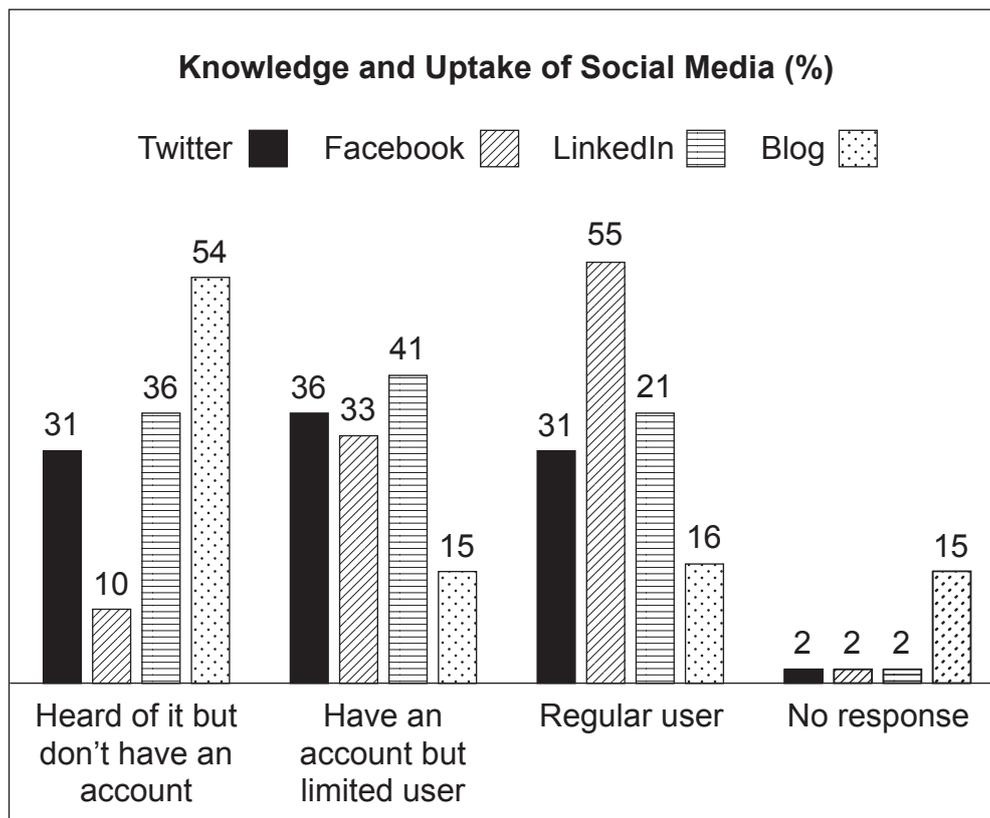
\_\_\_\_\_

[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?

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[2]

[Turn over







3 Toby works as a Designer at Topcat, 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) Explain **two** advantages of this method of manufacturing for Topcat.

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [4]

[Turn over





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

Description

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[2]

Benefit 1

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[2]

Benefit 2

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[2]

[Turn over







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

<b>Total Marks</b>	
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Examiner Number

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