



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

MV18

[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 on blank pages.**

Complete in black ink only.

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 at the end of each question 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)**.

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 mark]

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(ii) Give **one** reason why Zak and Kellie might have wanted to start their own business. [1 mark]

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(b) Describe what it means to be enterprising. [2 marks]

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(c) (i) What type of business ownership is Meals at Work?  
[1 mark]

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(ii) Explain **one** advantage of this type of business ownership. [2 marks]

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

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

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2. \_\_\_\_\_  
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**2 (a)** Explain the term “market segmentation”. [2 marks]

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**(b)** Explain the purpose of market research. [2 marks]

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(c) Describe **two** methods of market sampling which a business could use. [4 marks]

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

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

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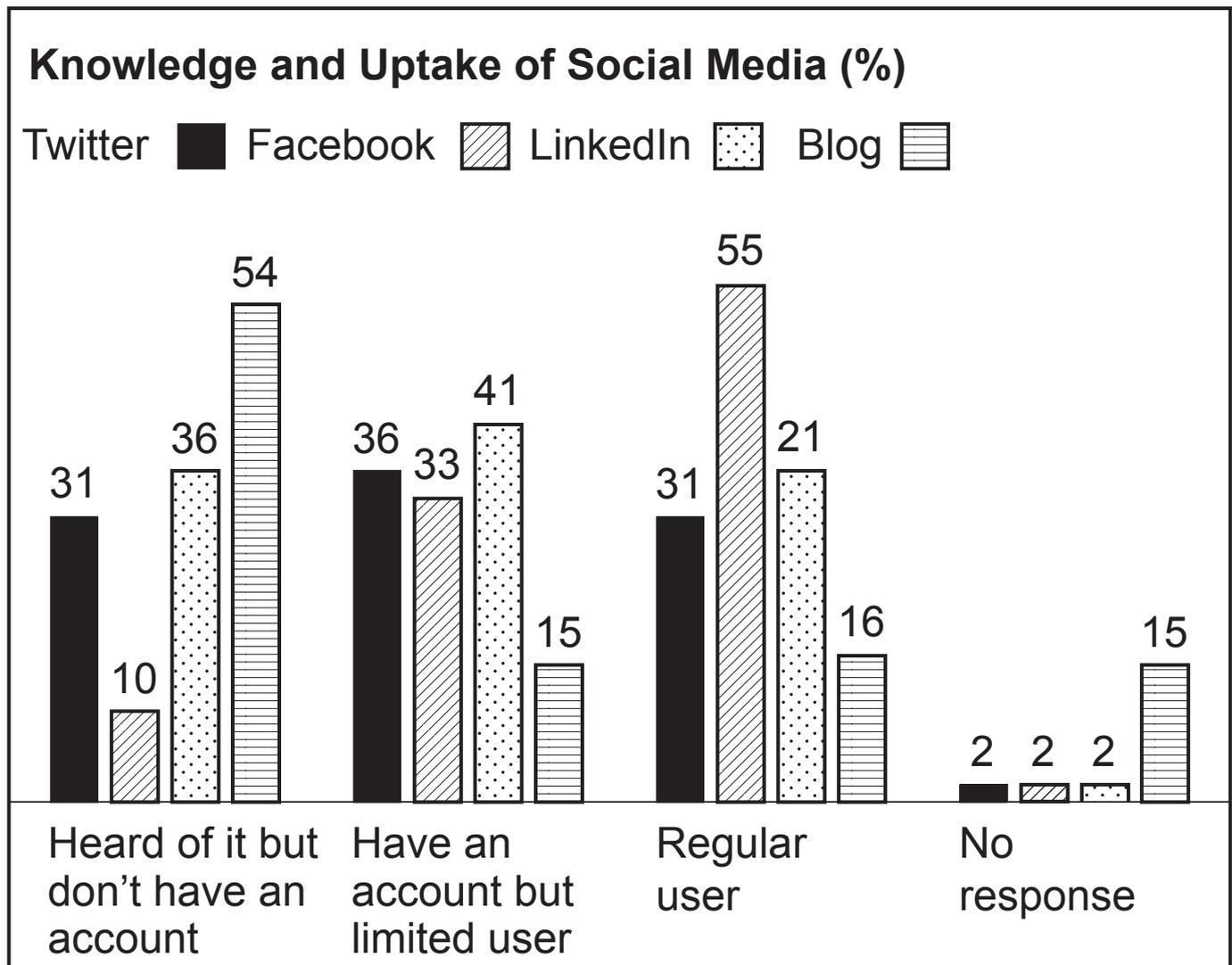


(e) Analyse **two** factors that could affect the price of a product or service. [6 marks]

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- (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 mark]
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- (ii) What percentage of people are regular users of Twitter? [1 mark]
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(iii) How might a business make use of the results of this research? [2 marks]

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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 mark]

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(ii) Name the other **two** types of production. [2 marks]

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(b) (i) What method of manufacturing is used at Topcat?  
[1 mark]

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(ii) Explain **two** advantages of this method of manufacturing for Topcat. [4 marks]

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

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

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- (e) Topcat has received an Investors in People Award. Describe this quality standard award and analyse **two** reasons why Topcat wished to achieve it. [2 marks for each]

Description

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Benefit 1

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Benefit 2

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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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