



Rewarding Learning

General Certificate of Secondary Education
2019

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business



[GBU11]

GBU11

FRIDAY 24 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.**

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 **2(g) and 3(g)**.



Answer **all** questions

1 (a) Explain the following terms:

Micro business	<hr/> <hr/> <hr/> <hr/> <p>[2]</p>
Private limited company	<hr/> <hr/> <hr/> <hr/> <p>[2]</p>
Stakeholder	<hr/> <hr/> <hr/> <hr/> <p>[2]</p>
Public sector	<hr/> <hr/> <hr/> <hr/> <p>[2]</p>



Emma will need business resources for her shop.

(c) Explain **two** business resources that Emma will need.

Business resource 1

[2]

Business resource 2

[2]



(e) Explain **two** factors that might influence the choice of location for Emma's new premises.

Factor 1

[2]

Factor 2

[2]



2 (a) Explain the term “secondary research”.

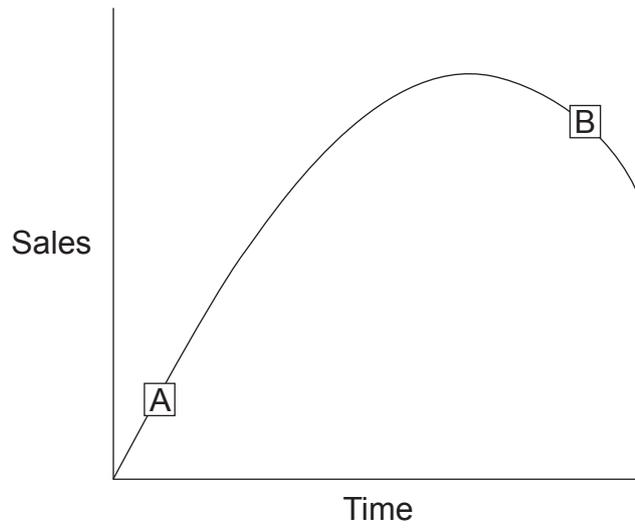
[2]

(b) Suggest the most suitable pricing policy for the following:

Situation	Pricing policy
Apple is launching a new phone	[1]
Cadbury is launching a new chocolate bar	[1]



(f) (i) Label the diagram of the product life cycle below.



A _____ [1]

B _____ [1]

[Turn over



(ii) Discuss **two** extension strategies a business could use to extend the life cycle of its products.

Strategy 1

[3]

Strategy 2

[3]



M&C produces a range of soft drinks and water and delivers its products throughout the UK and Europe. It uses both process and batch methods of manufacturing. For inventory control it uses the minimum inventory level. It has recently been awarded ISO 9001.

3 (a) Outline how M&C would use the minimum inventory level.

[2]

(b) Explain, using an example, how M&C might make use of process manufacturing.

[3]



(c) Explain, using an example, how M&C might make use of batch manufacturing.

[3]

[Turn over



M&C uses division of labour.

(d) Discuss **one** advantage and **one** disadvantage of using division of labour.

Advantage

[2]

Disadvantage

[2]



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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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