

New
Specification



Centre Number

71	
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Candidate Number

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General Certificate of Secondary Education
2011

Business Studies

Unit 1: Business Start Up

[GBS11]

FRIDAY 27 MAY, AFTERNOON



GBS11

TIME

1 hour 20 minutes.

INSTRUCTIONS TO CANDIDATES

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

Write your answers in the spaces provided in this question paper.

There should be enough extra space for your answers. If you do require more space, you may complete your answers on the extra lined pages at the back of this book.

Answer **all four** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 75.

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

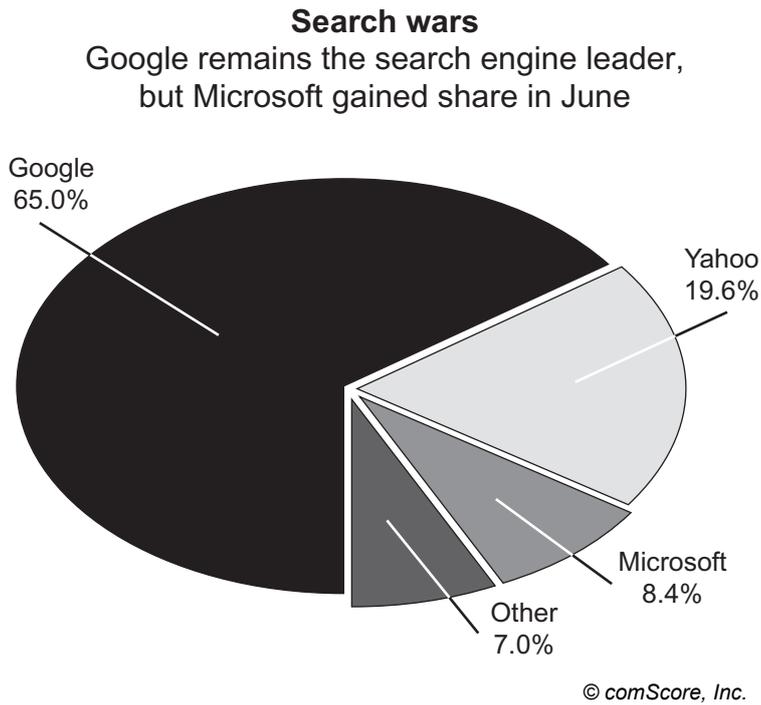
Quality of written communication will be assessed in questions **2(d)**, **2(g)** and **4(b)**.

For Examiner's
use only

Question Number	Marks
1	
2	
3	
4	

Total Marks	
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3 The following pie chart shows the results of market research on leading Internet search engines.



(a) Name the Internet search engine which has the largest market share, and suggest **one** possible reason why this is so.

[3]

Examiner Only	
Marks	Remark

