



General Certificate of Secondary Education  
2015

Centre Number

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Candidate Number

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# Business Studies

Unit 1

Business Start Up



[GBS11]

\*GBS11\*

## WEDNESDAY 20 MAY, MORNING

### 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.

**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 blue or black ink only. **Do not write with a gel pen.**

There should be enough 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 question paper.

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(c)** and **4(e)**.



Answer **all** questions

1 (a) Complete the blanks in the following sentences.

(i) A \_\_\_\_\_  
sells shares to family and friends. [1]

(ii) A \_\_\_\_\_  
exists mainly to fulfil social and environmental aims. [1]

(iii) \_\_\_\_\_  
is the division of the total market into different groups of consumers. [1]

(iv) \_\_\_\_\_  
is the process of achieving high standards. [1]

(b) Identify the type of production in each of the following:

Extraction of raw materials from land or sea

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

The provision of services such as banking

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

The conversion of raw materials into finished goods

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



(c) Identify a changing trend across the types of production and explain **two** reasons for this trend.

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

Reason 1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [2]

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

[Turn over



2

TACTAC plc is a large, low cost supermarket chain located throughout Northern Ireland. It uses primary research to help identify the needs of its customers.

(a) (i) Name the type of business ownership in TACTAC plc.

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

(ii) Describe **one** feature of this type of business ownership.

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

(b) Suggest **two** methods of advertising which TACTAC plc might use.

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

2. \_\_\_\_\_ [1]



(c) Explain **two** methods of sales promotion suitable for TACTAC plc.

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [3]

2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [3]

(d) Define “primary research” and identify **two** ways in which it could be collected by TACTAC plc.

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

[Turn over







3 Explain **two** factors that would influence the location of each of the following:

A large car sales business

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[4]

A small grocery shop

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[4]





4 (a) Banlake Leisure Centre operates in the public sector. Explain **one** way in which the aims of Banlake Leisure Centre differ from the aims of a similar business in the private sector.

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[4]

(b) Identify **two** stakeholders of Banlake Leisure Centre and explain their interest.

Stakeholder \_\_\_\_\_

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[3]

Stakeholder \_\_\_\_\_

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[3]

[Turn over



(c) Analyse **two** ways in which Banlake Leisure Centre might provide customer service.

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[4]

(d) Explain **two** responsibilities an employee of Banlake Leisure Centre would have in relation to Health and Safety.

1. 

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[2]

2. 

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[2]













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For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	

<b>Total Marks</b>	
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Examiner Number

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