



Rewarding Learning

General Certificate of Secondary Education
January 2011

Centre Number

71	
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Candidate Number

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Learning for Life and Work

Learning for Work

[GSW31]

MONDAY 10 JANUARY, AFTERNOON



TIME

45 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.

Answer **all five** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 45.

Quality of written communication will be assessed in **all** questions.

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

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
Total Marks	

1 (a) Read **Item A** and answer the questions which follow.

Item A

LAKESIDE HOTEL

SUNNYTOWN



is seeking applications for the following vacancies:

**HEAD CHEF
WAITERS
WAITRESSES**

Telephone 02810 123456 for an application form.

Closing Date for receipt of applications is 25th May 2011.

*Source: own source
Picture – clip art*

(i) Write down the name of the hotel advertising the vacancies.

_____ [1]

(ii) Write down **one** vacancy the hotel is advertising.

_____ [1]

(iii) Write down the closing date for receipt of applications.

_____ [1]

(b) Write down **three** things you may wish to find out about a job before applying for it.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(c) Explain **one** reason why a person might not be called for an interview when applying for a job.

_____ [2]

Examiner Only	
Marks	Remark

- 2 (a) Read **Item B** and answer the question which follows.

Item B

Ben has a business idea.
He needs to develop his skills, attributes and qualities to turn his idea into an enterprise.



Source: own source
Picture – clip art

Write down **two** things Ben needs to develop to turn his idea into an enterprise.

1. _____ [1]

2. _____ [1]

- (b) Write down the name of a Government Agency that is responsible for promoting and supporting enterprise.

_____ [1]

Examiner Only	
Marks	Remark

- (c) Ben has decided to open a newsagents.
If his business is to succeed, he must provide a first-class service for his customers.

Explain **one** way in which Ben could try to do this.

[2]

- (d) Ben needs to think carefully about the location of his shop.

Explain **two** factors that Ben needs to consider before deciding where to locate his shop.

1. _____

[2]

2. _____

[2]

Examiner Only	
Marks	Remark

3



- Julie works in Fastprint printing works.
- On her first day at work her employer provided her with protective clothing.
- He also pointed out the emergency exits to her.

(a) Write down why it is important for Julie to wear protective clothing at work.

_____ [1]

(b) Write down why Julie should know where the emergency exits are in her place of work.

_____ [1]

(c) Explain **two** reasons why it is essential for an employer to maintain high standards of health and safety in the workplace.

1. _____

_____ [2]

2. _____

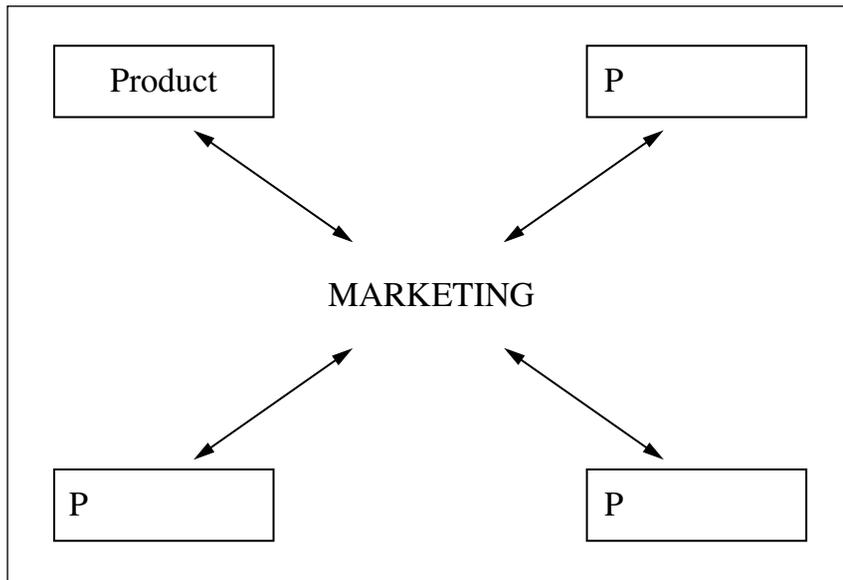
_____ [2]

Examiner Only

Marks

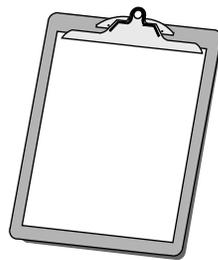
Remark

4 (a) Complete the boxes below by inserting the other 3 Ps of marketing.



[3]

(b) Explain **one** advantage and **one** disadvantage of using questionnaires as a form of market research.



Advantage

[2]

Disadvantage

[2]

Examiner Only	
Marks	Remark

