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General Certificate of Secondary Education 2019

# **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

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1 (a) Explain the following terms:

Micro business	[2]
Private limited company	
Stakeholder	
Public sector	[2]
	[2]



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<b>o)</b> Ex	plain <b>one</b> advantage and <b>one</b> disadvantage of setting up as a sole trader.	
		ГЛ
		[4



(c)	Explain <b>two</b> business resources that Emma will need.	
	Business resource 1	
	Business resource 2	

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(f)	Explain the meaning of the term "social enterprise" and analyse how it delivers
(-/	both economic and environmental outputs.
	[



2	(a)	Explain the term "secondary research".	
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			_
			_
		[2	- 2]

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**(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]



(c) Explain the relationship between price and demand, giving examples from the demand curve below. 30 25 3 20 -3 15 -10 5 100 150 200 250 300 350 Demand \_\_\_\_\_[4]

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(d)	Explain the term "promotion".	
		[
(e)	Describe <b>two</b> effects that the Trade Descriptions Act has on promotion.	
		[4

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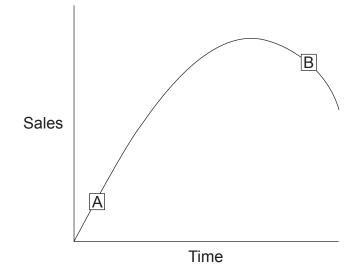
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(f) (i) Label the diagram of the product life cycle below.

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

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Turn over



(ii)	Discuss <b>two</b> extension strategies a business could use to extend the life cycle of its products.	
	Strategy 1	
	[3]	
	Strategy 2	
	[3]	
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(0)	Outling how M8C would use the minimum inventory level
(a)	Outline how M&C would use the minimum inventory level.
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/I- \	Endate attended and the MOO wight make a self-consequence fact the
(b)	Explain, using an example, how M&C might make use of process manufacturing
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(c)	Explain, using an example, how M&C might make use of batch manufa	cturing.
		[3]
		[Turn over



(d)	Discuss <b>one</b> advantage and <b>one</b> disadvantage of using division of labour.	
	Advantage	
		. [
	Disadvantage	
		. [

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(e)	Define ISO 9001 and analyse why it might be important for a business such as M&C to obtain this quality standard.
	[6]
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	(f)	What do the letters "HSE" stand for? Explain the role of the HSE.	
		HSE	
		Role	
			[4]
			[¬]
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