

New
Specification



General Certificate of Secondary Education
2011

StudentBounty.com

Centre Number
71

Candidate Number

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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Answer **all** questions

Examiner Only	
Marks	Remark

1 (a) Suggest the most suitable type of business ownership for the following.

	Situation	Answer (business type)
(i)	A chef is going to open his own restaurant and be his own boss	
(ii)	A successful company plans to raise more capital and expand	
(iii)	A restaurant chain is going to extend its outlets into Europe	
(iv)	Two friends plan to open a small bicycle hire and repair shop	

[4]

(b) Outline **one** advantage and **one** disadvantage of a public limited company.

[4]

(c) Define the term “social enterprise”.

[2]

(b) State the percentage of the market which the Microsoft search engine holds, and suggest **one** possible reason for this.

[3]

(c) Define the term “random sampling” and explain how Microsoft might use this type of sampling.

[4]

(d) Explain how Microsoft might use customer service to add value.

[4]

Examiner Only	
Marks	Remark

