

SHIIdent BOUNTY.COM

General Certificate of Secondary Education 2011

Business Studies

Unit 1: Business Start Up

[GBS11]

FRIDAY 27 MAY, AFTERNOON



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 Exa	
Question Number	Marks
1	
2	
3	
4	

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Answer all questions

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)	company.

_____[4]

Define the term "social enterprise".		

[2]

(c)

	enterprises.	Exan Marks	Rema
	1	_ [1]	
	2	_ [1]	
)	Explain the role of the public sector.		
		_ [4]	
	Analyse two differences between the private and public sectors.		
		_	

4	7

Bell & Sons is a large manufacturing business. It produces wooden toys using high tech equipment and division of labour. They are considering relocating and are looking at a large site on the outskirts of a picturesque village, forty miles away from their current location.

Examin	er Only
Marks	Remark

	labour.	
		Г
)	Evaluate the impact of technology on production for Bell & Sons.	_ [
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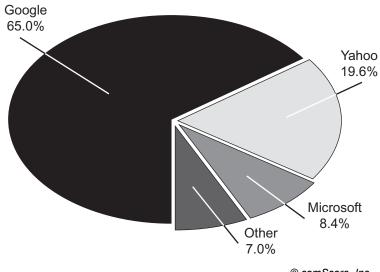
٠,	Bell & Sons' relocation decision.		Marks	Rema
	Bell & Golfo Telegation decision.			
		_ [4]		
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)	Analyse how Bell & Sons might use the four factors of production.			
•				
				
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		_ [8]		

Name one quality standard. [1] Analyse the reasons why Bell & Sons may wish to obtain a quality standard. [6]	Define the term "quality assurance".	Examiner O
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3 The following pie chart shows the results of market research on leading Internet search engines.

Search wars

Google remains the search engine leader, but Microsoft gained share in June



© comScore, Inc.

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

_____[3]

	State the percentage of the market which the Microsoft search engine holds, and suggest one possible reason for this.	Ren
	[3]	
:)	Define the term "random sampling" and explain how Microsoft might use this type of sampling.	
	[4]	
	Explain how Microsoft might use customer service to add value.	
	[4]	

4 The following diagram shows the product life cycle of a digital camera.

Sales	(1)	(2)	(3)	

(a) Name Stages (1), (2) and (3).

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(b) Analyse **two** extension strategies which could be used to extend the life cycle of the digital camera.

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