



Rewarding Learning

General Certificate of Secondary Education
2014

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Candidate Number

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StudentBounty.com

Business Studies

Unit 2

Business Development

[GBS21]

ML

MONDAY 2 JUNE, MORNING

TIME

1 hour 40 minutes, plus your additional time allowance.

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.

Complete in blue or black ink only.

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 paper.

Answer **all three** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 90.

Quality of written communication will be assessed in Questions **1(e)** and **2(f)**.

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

Answer **all three** questions

Examiner Only

Marks Remark

1

Shades is a large, unisex hairdressing salon in Strabane.

(a) Shades needs to recruit an extra hairdresser. Each applicant for the post has to complete an Application Form. Explain **one** advantage and **one** disadvantage for Shades of using application forms.

Advantage _____

_____ [2]

Disadvantage _____

_____ [2]

(b) Some of the applicants will also be invited for interview. Explain **two** benefits for Shades of having interviews.

1. _____

_____ [2]

2. _____

_____ [2]



(c) Both Shades and the applicants have certain responsibilities in the selection process. Discuss the following responsibilities.

Honesty _____

Objectivity _____

Fairness _____

Confidentiality _____

[8]

Examiner Only	
Marks	Remark

(d) The new hairdresser will receive training in the salon. Write down and describe this type of training and give **two** reasons why it is suitable for Shades to use.

Type: _____

Description: _____

_____ [6]

Examiner Only	
Marks	Remark

(e) Appraisal is carried out each year in Shades. Explain **three** benefits of appraisal for Shades as an employer.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

Examiner Only	
Marks	Remark

[Turn over

2

Ashton Ltd (Belfast) is a successful company which manufactures chocolate and confectionery.

(a) Ashton Ltd is described as successful. Explain **two** signs of success you would expect to find in this company.

1. _____

_____ [2]

2. _____

_____ [2]

Examiner Only	
Marks	Remark

[Turn over

(b) Discuss **three** factors which could limit the growth of Ashton Ltd.

1. _____

_____ [2]

2. _____

_____ [2]

3. _____

_____ [2]

Examiner Only	
Marks	Remark

(e) It is planned that the new company would sell its products to other countries as well as on the home market. Explain how this international trade would affect the following areas of its marketing mix.

Product _____

Price _____

Promotion _____

Place _____

[8]

Examiner Only	
Marks	Remark

(c) Describe **one** way in which Carolyn might improve the cash flow in The Bookworm.

[2]

(d) The table below lists four costs which The Bookworm has to pay. In the column beside each cost, write down if it is a fixed cost or a variable cost.

COST	TYPE
Postage	
Rent	
Purchases	
Rates	

[4]

(e) Explain **one** reason why it is important for Carolyn to know the Breakeven Point in The Bookworm.

[2]

Examiner Only	
Marks	Remark

[Turn over



THIS IS THE END OF THE QUESTION PAPER

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

Total Marks	
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Examiner Number

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