

General Certificate of Secondary Education January 2011

Student Bounty.com

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	
10141	
Marks	
IVIAI NS	
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]	Examiner Only Marks Remark
	(ii)	Write down one vacancy the hotel is advertising.	1
	(iii)	Write down the closing date for receipt of applications.	
(b)		ite down three things you may wish to find out about a job before lying for it.	
		[1]
		[1	
(c)		plain one reason why a person might not be called for an interview en applying for a job.	-
		[2]

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 Marks Remark

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]

6648

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



• Julie works in Fastprint printing works.

Examiner Only

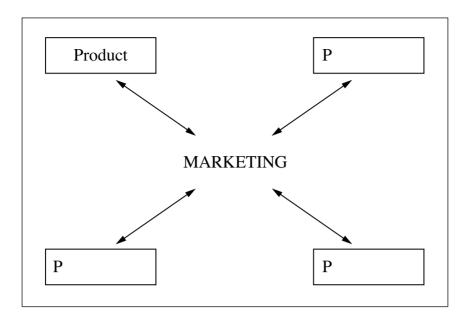
Marks Remark

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

)	Write down why it is important for Julie to wear protective clothing work.	at
		[1]
	Write down why Julie should know where the emergency exits are is her place of work.	n
		[1]
	Explain two reasons why it is essential for an employer to maintain high standards of health and safety in the workplace.	
	1	
		507
	2	
		_
		[2]

6

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



[3]

Examiner Only

Marks Remark

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



Advantage	
Disadvantage	

[Turn over

7

Explain the characteristics that can make someone a successful ntrepreneur.		Examine Marks
	[6]	

	_ _ _	
	_ _ _	
	_ _ _	
	_	
_		
	[0]	
	[9]	
	1	
S IS THE END OF THE QUESTION PAPER		



