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General Certificate of Secondary Education

Business Studies

Unit 1
Starting a Business



[GBU11]

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Assessment

Assessment Level of Control:

TIME

Tick the relevant box (✓)

1 hour 30 minutes.

Controlled Conditions	
Other	

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 1(h) and 3(f).



		Answer all qu	uestions
1	(a)	State the business term for the following	g definitions:
		This type of business ownership allows others to trade under its name	[1]
		This type of business exists to fulfil social and environmental outputs	[1]
	(b)	Explain one reason why a business sta	arts.

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(c)	Identify and explain two entrepreneurial characteristics needed for business success.					
	Characteristic one	[1]				
	Explanation					
	· 					
	Characteristic two					
	Explanation					
		[2]				
(d)	Identify two business aims.					
()	1	[1]				
	2					
(e)	Explain one reason why aims and objectives are helpful to a business.					
		10				
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(f)	Discuss one advantage and one disadvantage of setting up a business as a private limited company.				
(g)	Analyse two ways a Public Limited Company and a Private Limited Company differ in terms of ownership and control.				
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interest in a business.



(a)	Explain the term "marketing mix".
(u)	Explain the term marketing mix .
(b)	Analyse the impact that competition might have on any two elements of the marketing mix.
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(-)	Explain the term "m-business".	
(d)	Explain one advantage and one disadvantage of m-business.	



(e)	
(f)	DJ Games Ltd is thinking of sponsorship as a method of promoting its business Evaluate sponsorship as a method of promotion for DJ Games Ltd.
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((g) (i)	Explain the term "competitor-based" pricing.	
			
			
			[2]
	(ii)	Evaluate competitor-based pricing as the most suitable pricing policy for DJ Games Ltd.	
			
			
			
			
			
			
			[5]
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3	(a)	Classify the	following	businesses	according	to their	type of	production.
---	-----	--------------	-----------	------------	-----------	----------	---------	-------------

Business	Type of Production
Tesco plc	
	[1]
Tayto Ltd	
	[1]
BP Oil extraction	
	[1]

Rewarding

Tommy Jones plc manufactures large quantities of chairs for schools, colleges, churches and venue events. They are available in a variety of styles and colours.

(b) Identify the method of manufacturing used by Tommy Jones plc and explain **one** advantage and **one** disadvantage of this method of manufacturing.

Method	[1]
Advantage	
D: 1 ([2]
Disadvantage	
	[2]



(c)	Stocks of raw materials arrive every two days as required by the business.	
	Identify this method of inventory control and discuss one advantage and one disadvantage of this method for the business.	
	Method	[1]
	Advantage	
		[2]
	Disadvantage	
		[2]

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[Turn over

		-
(e)	Discuss the responsibilities of employees at Tommy Jones plc in relation to health and safety.	
(e)		

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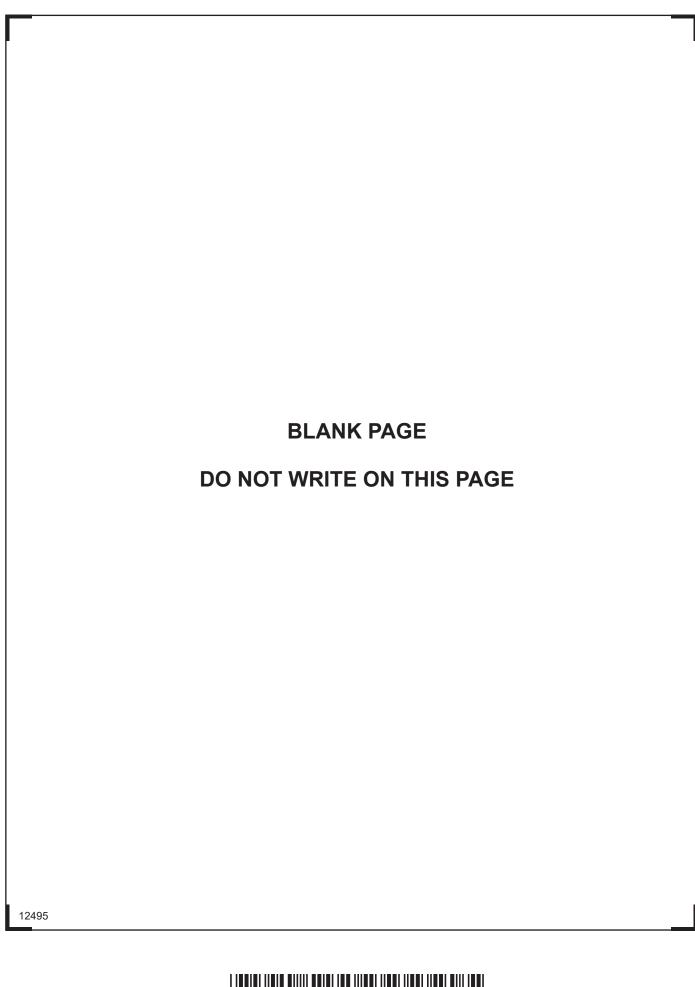
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