



General Certificate of Secondary Education

Centre Number

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Candidate Number

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Business Studies

Unit 1

Starting a Business



[GBU11]

GBU11

Assessment

TIME

1 hour 30 minutes.

Assessment Level of Control:

Tick the relevant box (✓)

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** questions

1 (a) State the business term for the following 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 starts.

[2]



(c) Identify and explain **two** entrepreneurial characteristics needed for business success.

Characteristic one _____ [1]

Explanation

[2]

Characteristic two _____ [1]

Explanation

[2]

(d) Identify **two** business aims.

1. _____ [1]

2. _____ [1]

(e) Explain **one** reason why aims and objectives are helpful to a business.

[2]

[Turn over



(f) Discuss **one** advantage and **one** disadvantage of setting up a business as a private limited company.

[4]

(g) Analyse **two** ways a Public Limited Company and a Private Limited Company differ in terms of ownership and control.

[4]





(h) Identify **two** different business stakeholders. Using examples, explain their interest in a business.

[8]

[Turn over



2 DJ Games Ltd in Lisburn specialises in combat simulation games, princess parties and other party games. This type of business is very popular and experiences a high level of competition.

(a) Explain the term “marketing mix”.

[2]

(b) Analyse the impact that competition might have on any **two** elements of the marketing mix.

Element _____ [1]

Impact

[2]

Element _____ [1]

Impact

[2]



(c) Explain the term “m-business”.

[2]

(d) Explain **one** advantage and **one** disadvantage of m-business.

[4]

[Turn over



(e) Explain **two** ways social media could be used to promote DJ Games Ltd.

[4]

(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.

[5]



(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]

[Turn over



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]

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

[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]

[Turn over



(d) Evaluate the impact of technology on manufacturing for Tommy Jones plc.

[5]

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

[4]



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Question Number	Marks
1	
2	
3	

Total Marks	
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Examiner Number

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