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General Certificate of Secondary Education 2022

Business Studies

Unit 1
Starting a Business



[GBU11]

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TUESDAY 31 MAY, AFTERNOON

TIME

1 hour 30 minutes.

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 2(f) and 3(g).



			Answer all questions	
1	(a)	Cor	mplete the following:	
		(i)	Enterprising means taking [1] to achieve	
			business [1]	
		(ii)	Two characteristics displayed by an entrepreneur are:	
			1	_ [1]
			2	_ [1]
		(iii)	The government encourages enterprise because:	
			[1] and	
			[1]	
	(b)	(i)	List two types of business ownership that have unlimited liability.	
			1	_ [1]
			2	_ [1]
		(ii)	Explain the term unlimited liability.	
				[2]

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:)	Compare and contrast the public and private sectors in terms of control and finance.	
	Control	
	Finance	
1)	Explain two factors that might influence the location of stores for Tesco plc.	[4]
1)	Explain two factors that might influence the location of stores for Tesco plc.	[4]
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l)		[4]
1)		. [4]
I)	Explain two factors that might influence the location of stores for Tesco plc.	. [4]



(e)	(i)	Suggest two suitable aims for Tesco plc.	
		1	[′
		2	[′
	(ii)	Analyse how one of these aims might affect Tesco's business activity.	
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			[4

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— (iii)	Analyse two ways in which business aims may cause conflict in Tesco plc.	
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2	tree sm:	rdendotPot is a newly opened garden centre in Bangor. It sells plants, shrubs, es, garden furniture and equipment, BBQs, planters and fencing and operates a all coffee shop on site. It has recently developed a website to target the online rket and has also carried out market research.
	(a)	Explain the purpose of market research.
		[2]
	(b)	Explain the term market segmentation and explain one way GardendotPot could segment its market.
		[4]
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	(c) Describe how GardendotPot could use both primary and secondary rese	arch.
		[4]
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Explain how two provisions of the Consumer Rights Act might affect GardendotPot.	
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	Business	Type of production	
	MJ Dental Practice		[1
	Bright House Mining Company		[1
	ABC Manufacturing Ltd		[1
b)	reasons for it.	end across the types of production and discuss two	
	Trend		[
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			[

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(c)	Describe job and process manufacturing.	
	Job	
	Process	
		['
(d)	Explain the minimum inventory level method of inventory control.	

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	(e)	Discuss two responsibilities of employers in the area of health and safety	
			[4]
	(f)	Explain the term quality assurance and its importance to a business.	
			[4]
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	THIS IS THE END OF THE QUESTION PAPER

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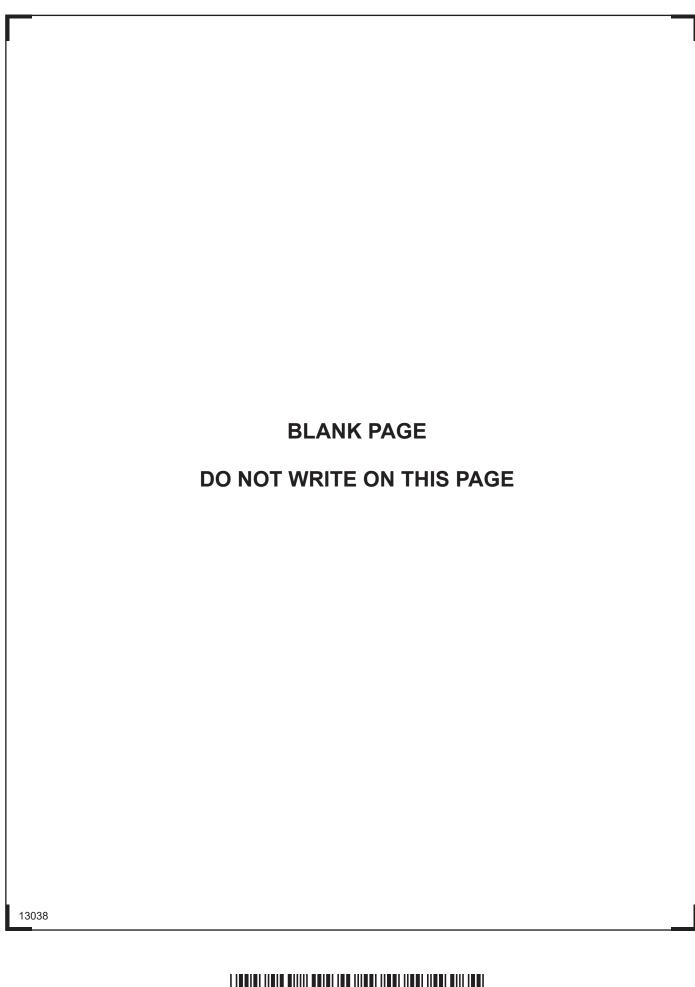
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