

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

C510U20-1



S24-C510U20-1



WEDNESDAY, 5 JUNE 2024 – AFTERNOON

BUSINESS – Component 2

Business Considerations

1 hour 30 minutes

ADDITIONAL MATERIALS

Resource Material.

A calculator.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.
Do not use gel pen or correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

Additional space is provided for some questions within the booklet (if required). If further space is required for any question, you should use the lined page(s) at the end of this booklet. The question number(s) should be clearly shown.

You are advised to spend your time as follows:

Question 1 – about 10 minutes reading the resource material
– about 35 minutes answering the questions

Question 2 – about 10 minutes reading the resource material
– about 35 minutes answering the questions

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question. You are advised to divide your time accordingly.

The total number of marks available is 60.

You are reminded of the need for good English and orderly, clear presentation in your answers.



JUN24C510U20101

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1(a)	4	
1(b)	2	
1(c)	3	
1(d)	2	
1(e)	3	
1(f)	4	
1(g)	12	
2(a)	2	
2(b)	3	
2(c)	2	
2(d)	3	
2(e)	6	
2(f)	4	
2(g)	10	
Total	60	

**READ THE CASE STUDY MATERIAL ON QUESTION 1 IN THE RESOURCE MATERIAL
BEFORE ANSWERING THESE QUESTIONS**

1. (a) (i) State what is meant by the term brand. [1]

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- (ii) Explain the importance of branding to Taylors of Harrogate. [3]

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- (b) Using the information in **Figure 1**, calculate the average tea sales in tonnes between 2016 and 2020. [2]

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- (c) Explain the reason why the sale of traditional tea has declined. [3]

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(d) Describe **one** way in which the market for tea can be segmented.

[2]

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(e) Explain why Taylors of Harrogate uses batch production to produce its Yorkshire Tea. [3]

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(f) Explain **two** factors Taylors of Harrogate may consider when deciding what price to charge for its Yorkshire Tea.

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Additional space for Question 1(g) only.



**READ THE CASE STUDY MATERIAL ON QUESTION 2 IN THE RESOURCE MATERIAL
BEFORE ANSWERING THESE QUESTIONS**

2. (a) Identify **two** features of a sole trader. [2]

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(b) Explain **one** reason why Barry decided to change his business to a private limited company. [3]

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(c) Explain **one** reason why a business may want to grow. [2]

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(d) Explain **one** factor Barry would have considered when deciding the location for his warehouse and distribution centre. [3]

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(e) Consider the reliability of Barry's market research.

[6]

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Additional space for Question 2(e) only.

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(f) Explain **two** ways a business could improve its cash flow.

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(g) To what extent do you agree with Barry's plan to expand Bubbles Ltd and start selling plumbed-in hot tubs in addition to the inflatable hot tubs?

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Additional space for Question 2(g) only.

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ON THIS PAGE**

