

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

C510U20-1



S25-C510U20-1



FRIDAY, 16 MAY 2025 – 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.

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1(a)	1	
1(b)	2	
1(c)	2	
1(d)	6	
1(e)	5	
1(f)	6	
1(g)	8	
2(a)	2	
2(b)	4	
2(c)	2	
2(d)	2	
2(e)	8	
2(f)	12	
Total	60	

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

1. (a) Apart from a merger, state **one** other method of external growth. [1]

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- (b) Explain **one** advantage of horizontal integration. [2]

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- (c) Explain **one** feature of a limited company. [2]

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(d) Analyse how hop-on hop-off bus tours are an example of a competitive market. [6]

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Additional space for Question 1(d) only:

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(e) Using **Figure 1**:

- (i) Identify the hop-on hop-off business that offers the cheapest adult ticket for 24-hours. [1]

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- (ii) Calculate the cost for a family with two adults and two children for a Golden Tours 48-hour ticket. Show your workings. [2]

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- (iii) Calculate the average price of a child's 48-hour ticket for the **four** hop-on hop-off tour businesses. Show your workings. [2]

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- (f) Explain **two** pricing strategies the hop-on hop-off bus businesses use when setting prices for their services.

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Additional space for Question 1(f) only:

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Additional space for Question 1(g) only:

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

2. (a) Explain **one** way in which Meals in Minutes operates in a dynamic environment. [2]

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- (b) Explain **two** benefits to a business of being based in a country which is a member of the European Union. [4]

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- (c) Using **Chart 1**, describe the trend in Meals in Minutes' sales revenue. [2]

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[2]

[8]



Additional space for Question 2(e) only:

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(f) Evaluate how Meals in Minutes' customer loyalty is impacted by:

- its understanding of its customers' needs
- its promotional methods
- the quality of its goods and services.

[12]

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