

Surname	Centre Number	Candidate Number
First name(s)		0



**GCSE**

C510U20-1



**MONDAY, 12 JUNE 2023 – 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 additional 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
1a	2	
1b	2	
1c	6	
1d	8	
1e	12	
2a	2	
2b	2	
2c	6	
2d	8	
2e	2	
2f	10	
<b>Total</b>	<b>60</b>	

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01



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

1. (a) State **two** reasons why someone would choose to start their own business. [2]

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(b) Calculate the percentage increase in the number of vegans in the UK between 2014 and 2019. Show your workings. [2]

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(c) Explain **two** reasons why a business plan is important to Dana when starting her own vegan grocery shop. [6]

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(d) Evaluate **two** suitable external sources of finance that Dana could use to get her business up and running.

[8]

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Additional space for Question 1(d) only:

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- (e) To what extent do you think that Dana’s vegan grocery shop would be a good business idea? In your answer you must refer to the following:
- the siting of the shop
  - the results of Dana’s market research
  - Dana’s personal and business experience
- [12]

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

2. (a) Calculate Clarks' sales revenue for the UK and Ireland in 2018. Show your workings. [2]

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(b) State **two** features of a private limited company. [2]

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(c) Explain the possible benefits to a franchisee of investing in a Clarks franchise. [6]

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(d) Analyse the advantages and disadvantages to Clarks of using new technology. [8]

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(e) Explain why businesses use multi-channel distribution. [2]

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