

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

3510U20-1



S25-3510U20-1

FRIDAY, 16 MAY 2025 – AFTERNOON

BUSINESS

Unit 2: Business Perceptions

1 hour 30 minutes

ADDITIONAL MATERIALS

Resource Material.

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
1(a)	2	
1(b)	2	
1(c)	4	
1(d)	2	
1(e)	6	
1(f)	6	
1(g)	8	
2(a)	2	
2(b)	4	
2(c)	4	
2(d)	8	
2(e)	12	
Total	60	

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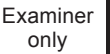
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Additional space for Question 1(g) only:

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

2. (a) Calculate the estimated percentage increase in the global value of the alloy wheel market between 2018 and 2025.

[2]

- (b) Describe how Rimstyle might provide good customer service.

[4]

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- (c) Explain **two** reasons why Rimstyle might have chosen to locate in Ashford, Kent. [4]

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- (d) Evaluate Rimstyle's decision to use a traditional method of stock control and buy in large quantities (buy in bulk). [8]

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Additional space for Question 2(d) only:

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Additional space for Question 2(e) only:

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