

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

3510U20-1



S24-3510U20-1

WEDNESDAY, 5 JUNE 2024 – 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.

Answer **all** questions.

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

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)	3	
1(b)	3	
1(c)	2	
1(d)	4	
1(e)	8	
1(f)	10	
2(a)	2	
2(b)	4	
2(c)	6	
2(d)	2	
2(e)	2	
2(f)	2	
2(g)	12	
Total	60	

3510U201
01



JUN243510U20101

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

1. (a) (i) Assuming there were 18 000 tickets available for sale in 2023, calculate the percentage of tickets that were sold. [2]
-
-
-
-
- (ii) Using the average cost of a ticket, calculate the revenue earned from ticket sales in 2023. [1]
-
-
- (b) Explain why it was important that PR Partnership carried out market research before it set up the festival. [3]
-
-
-
-
-
-
-
- (c) Describe why StagingUK Ltd employs some of its workers on zero-hour contracts. [2]
-
-
-
-
-



(d) Explain the conflict between ethics and profit for a business.

[4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

(e) Discuss the factors that were important when selecting a site for the PowysRocks festival.

[8]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Additional space for Question 1(e) only

- (f) Evaluate the most suitable sources of finance for PR Partnership for the 2024 PowysRocks festival.

[10]



Additional space for Question 1(f) only



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

2. (a) State **two reasons why businesses grow. [2]**

1.

2.

(b) Describe what methods of production Wren is likely to use in the manufacture of its range of kitchens. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(c) Select **either the sales, marketing **or** finance function of a business.**

For the functional area you have selected, explain the relationship between the functional area of a business and its supply chain. [6]

Functional area selected

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



.....

.....

.....

.....

.....

.....

.....

Additional space for Question 2(c) only

.....

.....

.....

.....

- (d) Explain how Wren has used new technology to improve customer experience when buying a kitchen. [2]

.....

.....

.....

.....

.....

- (e) Assess **one** benefit to a business of recruiting internally. [2]

.....

.....

.....

.....

.....





Additional space for Question 2(g) only

END OF PAPER

30



[illegible]

[illegible]

BLANK PAGE

**PLEASE DO NOT WRITE
ON THIS PAGE**

