

Surname	Centre Number	Candidate Number
First name(s)		0



**GCSE**

3510U20-1



**MONDAY, 12 JUNE 2023 – 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.  
If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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)(i)	2	
1(a)(ii)	1	
1(b)	1	
1(c)	1	
1(d)	1	
1(e)	4	
1(f)	6	
1(g)	4	
1(h)	10	
2(a)	1	
2(b)	4	
2(c)(i)	1	
2(c)(ii)	1	
2(d)	3	
2(e)	6	
2(f)	4	
2(g)	10	
<b>Total</b>	<b>60</b>	

3510U201  
01



JUN233510U20101

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

1. (a) (i) Calculate the percentage change in sales revenue for McDonald's between 2015 and 2021. [2]

.....  
.....  
.....  
.....

(ii) Explain **one** reason for the fall in sales revenue between 2013 and 2018. [1]

.....  
.....

(b) Calculate how many franchised restaurants McDonald's had in 2020. [1]

.....  
.....

(c) State **one** reason why McDonald's may use franchising. [1]

.....  
.....

(d) Define what is meant by the term multinational. [1]

.....  
.....

(e) Explain **two** possible impacts on the UK from a multinational operating in the UK. [4]

1. ....  
.....  
.....  
.....



2. ....  
.....  
.....  
.....

(f) Analyse why an effective supply chain is important to McDonald’s.

[6]

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Additional space for Question 1(f) only:

.....  
.....  
.....  
.....



(g) Analyse the benefits to McDonald's of using e-commerce and m-commerce. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(h) Discuss the advantages and disadvantages to McDonald's of having environmentally friendly policies. [10]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Additional space for Question 1(h) only:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

3510U201  
05



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

2. (a) State what is meant by business enterprise. [1]

.....  
.....  
.....

(b) Explain **two** consequences of poor communication in the workplace. [4]

1. ....

.....  
.....  
.....

2. ....

.....  
.....  
.....

(c) (i) Identify **one** way employment law protects employees. [1]

.....  
.....

(ii) Explain **one** way employment law can impact on a business. [1]

.....  
.....  
.....  
.....



(d) Using the cash-flow forecast, calculate the following: [3]

(i) Opening bank balance in April

.....

(ii) Turnover in July

.....

(iii) Net cash-flow in September

.....

(e) Analyse the importance of business planning to Maria. [6]

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Additional space for Question 2(e) only:

.....  
.....  
.....  
.....



(f) Advise Maria on whether she should use local radio or leaflets to advertise her hair salon. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(g) Using the quantitative and qualitative data, advise Maria on whether she should carry on running the salon or sell her business for £100 000. [10]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....





.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Additional space for Question 2(g) only:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**END OF PAPER**







