

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE
C510U20-1



O20-C510U20-1



MONDAY, 16 NOVEMBER 2020 – 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 pencil or gel pen. Do not use 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.

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1a	3	
1b	3	
1c	6	
1d	6	
1e	12	
2a	6	
2b	6	
2c	7	
2d	1	
2e	10	
Total	60	

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.



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

1. (a) (i) State what is meant by business ethics. [1]

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(ii) Describe how having a good ethical reputation may have helped Outridge become successful. [2]

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(b) (i) Identify the total value of sales of goose feather coats for the UK in 2014. [1]

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(ii) Calculate the percentage change in sales in China between 2014 and 2019. (Show your workings and present your answer to two decimal points). [2]

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(c) Explain **two** reasons why Outridge may have decided to move production to China. [6]

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Additional space for Question 1(c) only:

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(d) Explain how industrial action will impact on Outridge, its workers and its customers. [6]

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Additional space for Question 1(d) only:

(e) Discuss the advantages and disadvantages to Outridge of becoming a multinational business. In your answer you should include reference to:

- quality
- costs, revenue and profitability.

[12]



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Additional space for Question 1(e) only:

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

2. (a) (i) Identify **two** market segments targeted by Haven Holidays. [2]

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(ii) Explain **two** reasons why Haven Holidays segment the market. [4]

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(b) (i) State **two** features of good customer service. [2]

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(ii) Explain the importance of good customer service to Haven Holidays. [4]

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- (c) (i) Identify which **one** of the following is a benefit to Haven Holidays of having effective training. [1]

Tick (✓) one box only.

Increased business costs	<input type="checkbox"/>
Increased worker morale	<input type="checkbox"/>
Increased wastage	<input type="checkbox"/>

- (ii) Analyse the advantages and disadvantages of the training methods used by Haven Holidays. [6]

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Additional space for Question 2(e) only:

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