

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4080/01



S15-4080-01

BUSINESS STUDIES

A.M. FRIDAY, 5 June 2015

2 hours

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	2	
2.	2	
3.	4	
4.	4	
5.	3	
6.	2	
7.	3	
8.	20	
9.	20	
10.	20	
11.	20	
Total	100	

ADDITIONAL MATERIALS

Calculators may be used.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.
Do not use pencil or gel pen.
Do not use 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 question-and-answer booklet.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded that assessment will take into account the quality of written communication used in your answers to questions **10(e)** and **11(d)**.



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Answer **all** the questions in the spaces provided.

1. Which **two** of the following are methods of field research? [2]

Tick **two** boxes only.

True <input checked="" type="checkbox"/> False <input type="checkbox"/>	Carrying out opinion polls	1
True <input checked="" type="checkbox"/> False <input type="checkbox"/>		

	Looking at Government statistics	2
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	Reading trade magazines	3
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	Using focus groups	4
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2. Which **two** of the following are examples of statutory deductions from pay? [2]

Tick **two** boxes only.

Charity Donation	1
Council Tax	2
Income Tax	3
National Insurance Contribution	4
Payment for a Private Pension	5
Trade Union Membership Subscription	6



3. In the United Kingdom workers generally produce goods or provide services.

(a) What is meant by the term 'services'? Give **one** example of a service. [2]

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Goods can be classified into consumer goods and producer (capital) goods.

(b) State what is meant by: [2]

(i) Consumer goods

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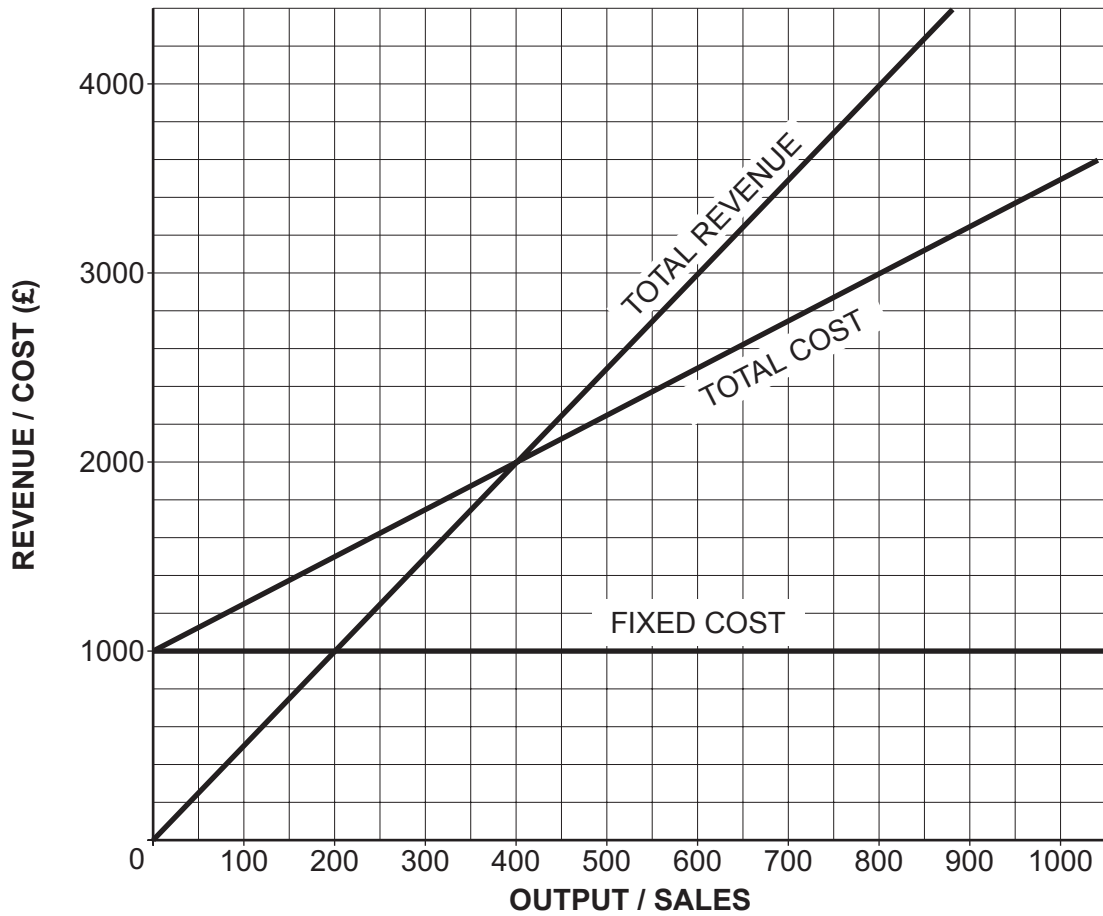
(ii) Producer (capital) goods

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4. Below is a break even chart for Breakstone Ltd. Study the chart to answer the questions which follow.



(a) How many goods must Breakstone Ltd sell to break even? [1]

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(b) What is the amount of money Breakstone Ltd has taken in when it breaks even? [1]

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(c) How much profit will Breakstone Ltd make if it sells 800 goods? [2]

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5. The table below shows the estimated number of people who will apply to join a social media website aimed at cyclists.

Study the table and answer the questions which follow.

Gender	Age	Number of people
Males	20 and under	200 000
	21 to 40	400 000
	41 to 64	100 000
	65 and over	50 000
Females	20 and under	200 000
	21 to 40	300 000
	41 to 64	100 000
	65 and over	50 000

- (a) According to the table, which market segment is most likely to join the website? [1]

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- (b) Apart from gender and age, how might the providers of the cycling website segment the market? [2]

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6. Some very large supermarkets use a variety of methods in an attempt to pay as low a price as possible to the many small businesses which sell them food products. Although this practice may be legal, it is considered by some to be unethical.

Explain why the methods used by some supermarkets might be considered to be unethical. [2]

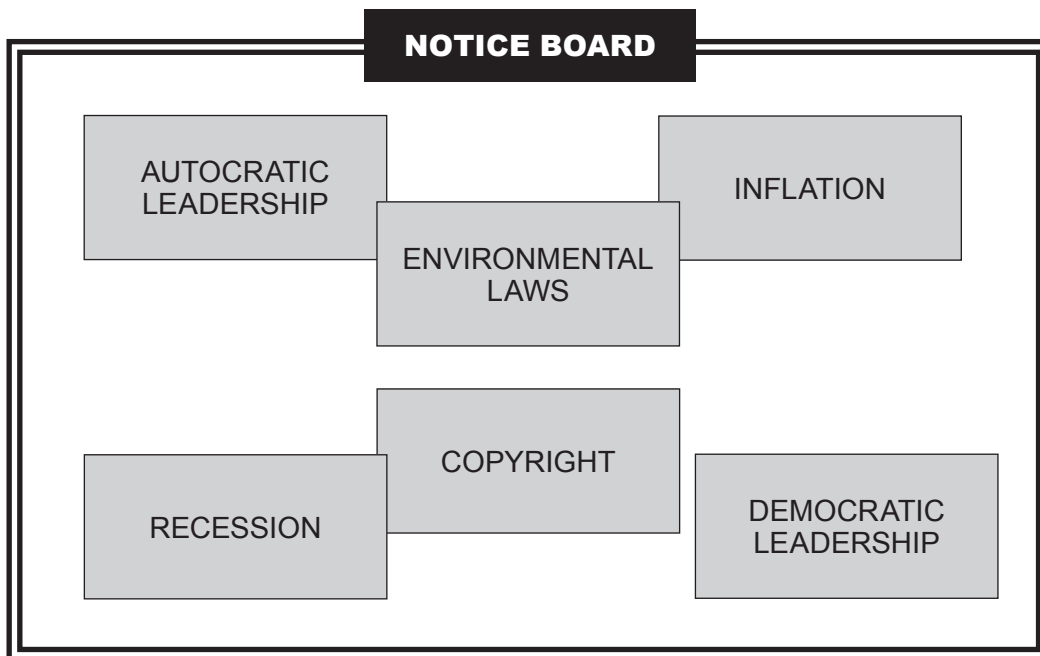
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7. On the notice board below are a number of terms and phrases used in business.



Which of the above best describes **each** of the following?

[3]

- (a) a legal situation in which people cannot gain from the work of others;

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- (b) a situation where the general price level is rising;

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- (c) a form of management where the owners of a business consult with their workers.

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8. Judith Rutherford has just been made redundant from a local business producing window blinds. She had learned many skills both in the factory and in the office. In her locality there are fairly high levels of unemployment so her chances of finding another job are limited. Judith has decided to set up her own business, as a sole trader, producing and selling curtains and blinds.

Judith could be described as an entrepreneur.

(a) Outline what is meant by the term 'entrepreneur'. [4]

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Judith has to deal with a number of stakeholders in her business.

(b) Suggest **two** stakeholders Judith might have. How would Judith's business be affected by each stakeholder? [4]

Stakeholder 1

Effect on business

.....
.....

Stakeholder 2

Effect on business

.....
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(d) Apart from taking on a business partner, suggest **two** sources of finance Judith might use in her business. In **each** case, give a reason for your choice. [4]

Source 1

Reason

.....

Source 2

Reason

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9. Read the newspaper article below and answer the questions which follow.

Packaging Firm Has It All Wrapped Up

Titewrap Ltd has been producing packaging material for the food industry for more than twenty years.

Orders from a major supermarket have meant that Titewrap Ltd plan to expand their factory. They also intend to develop new production methods and to reorganise various departments within the business.

The Managing Director of Titewrap Ltd, Mrs Sheila Adams says "The company wants to take advantage of the orders to fully develop and re-organise the business from management level to the factory floor. Consultation with the workers is all important to ensure that we take full advantage of the expansion".

Mrs Adams has said that consultation with the workers is all important.

(a) Suggest **two** methods of internal communication which Titewrap Ltd could use to consult the workers. [2]

(i)

(ii)

(b) What is the importance to Titewrap Ltd of having an organisation chart? [2]

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With the growth in the business, Titewrap Ltd needs to re-organise its Accounts (Finance) Department.

(c) State **two** functions of the Accounts (Finance) Department. [2]

(i)

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(ii)

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The expanded factory will require workers who will need to be trained.

(d) Why is training important to businesses such as Titewrap Ltd? [2]

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(e) Explain what is meant by **each** of the following terms.

(i) Induction training [2]

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(ii) On the job training [2]

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10. Agristore plc produces garden sheds and greenhouses. Some are produced using designs provided by individual customers and some are manufactured to standard designs and sizes. The standard products are sold by garden centres.

(a) Explaining your answers, suggest which method of production Agristore plc could use for making garden sheds and greenhouses for (i) individual customers and (ii) garden centres.

(i) individual customers [2]

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(ii) garden centres [2]

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Agristore plc's accountant has drawn up the following financial information for the business.

PROFIT AND LOSS FIGURES 2012 – 2014			
	2012	2013	2014
Sales	£4 000 000	£4 500 000	£5 000 000
Cost of Sales	£2 800 000	£3 000 000	£3 000 000
Gross Profit	£1 200 000	£1 500 000	£2 000 000
Gross Percentage Profit	30%	33%	40%
Rent	£40 000	£44 000	£50 000
Business Rate	£30 000	£33 000	£40 000
Wages	£300 000	£400 000	£450 000
Interest on Loan	£10 000	£10 000	£10 000
Other Expenses	£20 000	£68 000	£200 000
Total Expenses	£400 000	£555 000	?
Net Profit	£800 000	£945 000	?
Net Percentage Profit	20%	21%	25%

(b) Give **one** example of what might have been included as **Other Expenses**. [1]

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(c) Calculate the Net Profit for 2014. [2]

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(d) Explain what has happened to Net Percentage Profit between 2012 and 2014. [3]

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11. Pizazz is a new business in the fast food industry. It has been in business for almost one year. Pizazz has one outlet selling a variety of products from burgers to pizzas.

(a) Suggest and explain **two** ways in which the owners of Pizazz could measure the success of the business at the end of the second year. [6]

(i)

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(ii)

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Pizazz keeps a careful watch on the prices charged by its competitors. Some months after opening the owners drew up the table below showing the daily average prices charged for cheeseburgers in the town centre in which they operate.

COMPARISON IN CHEESEBURGER PRICES JANUARY TO JULY							
Business	Jan	Feb	Mar	Apr	May	Jun	Jul
Pizazz	£2.00	£2.20	£2.20	£2.40	£2.40	£2.40	£2.00
Great Burger	£1.99	£1.99	£1.99	£1.99	£1.99	£1.99	£1.99
Hot Doggedy	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00	£3.00

(b) Which business shows evidence of psychological pricing? Give a reason for your answer. [2]

Business

Reason

(c) Hot Doggedy charges higher prices than the others. Explain **one** reason why it might charge higher prices. [2]

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