

Surname	Centre Number	Candidate Number
Other Names		0



GCSE – NEW

3510U20-1



TUESDAY, 4 JUNE 2019 – AFTERNOON

BUSINESS
Unit 2: Business Perceptions

1 hour 30 minutes

ADDITIONAL MATERIALS

Resource Material.

Calculator.

INSTRUCTIONS TO CANDIDATES

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.

Use black ink or black ball-point pen.

Do not use pencil or gel pen. Do not use correction fluid.

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

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1(a)	2	
1(b)	1	
1(c)	6	
1(d)	6	
1(e)	2	
1(f)	3	
1(g)	10	
2(a)	1	
2(b)	4	
2(c)	4	
2(d)	6	
2(e)	3	
2(f)	12	
Total	60	

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) Calculate the total sales value of women's jeans in the UK in 2017. [2]

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(b) State what is meant by the term USP. [1]

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(c) Describe how Hiut can make sure it produces high quality jeans. [6]

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(d) Evaluate how Hiut has benefitted from selling its jeans using multi-channel distribution.

[6]

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(e) Describe **one** possible reason why Hiut can charge high prices for its jeans.

[2]

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(f) Explain why branding is important to businesses like Hiut, Levi's and Diesel. [3]

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(g) Discuss the opportunities and threats to Hiut of selling its jeans abroad. [10]

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

2. (a) Using the data in the graph, calculate Bros Carpentry's market share of carpentry businesses in Bala. [1]

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- (b) Explain **one** advantage and **one** disadvantage to Bros Carpentry's **customers** of having products made using job production. [4]

Advantage:

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Disadvantage:

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- (c) Explain why Bros Carpentry may prefer using JIT (just-in-time) as its stock control method. [4]

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(d) Analyse the potential impact on **two** key stakeholders of Bros Carpentry's decision to rent a second workshop. [6]

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(e) Using the cash-flow forecast data, calculate the missing figures for: [3]

July net cash flow;
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September opening bank balance;
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December turnover.
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