

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE – NEW**



C510U20-1



**BUSINESS – Component 2**  
**Business Considerations**

TUESDAY, 4 JUNE 2019 – AFTERNOON

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.

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
1a	1	
1b	4	
1c	6	
1d	3	
1e	4	
1f	12	
2a	1	
2b	1	
2c	2	
2d	8	
2e	6	
2f	12	
<b>Total</b>	<b>60</b>	

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

1. (a) State what is meant by a sole trader. [1]

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(b) Analyse the impact to Yasmin of operating as a sole trader. [4]

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(c) Explain **three** advantages to a business such as BookBase of using primary research. [6]

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(d) (i) Calculate the predicted opening balance for August for BookBase. [1]

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(ii) Calculate the predicted total payments for September for BookBase. [1]

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(iii) Calculate the predicted closing bank balance for December for BookBase. [1]

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(e) Explain **two** reasons why a positive cash flow is important to a business. [4]

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

2. (a) State what is meant by the term sales turnover. [1]

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(b) Describe what is meant by the term brand. [1]

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(c) Using the data in **Chart 1**, calculate the UK percentage of ASOS global retail sales turnover in 2017. (Present your answer to one decimal point). [2]

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(d) Analyse the advantages and disadvantages to ASOS of using digital and social media to communicate with customers. [8]

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(e) Explain the importance of an effective supply chain to ASOS.

[6]

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(f) Evaluate the impact on ASOS stakeholders of opening a new distribution centre in the US. [12]

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**END OF PAPER**







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