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|---------------|---------------|------------------|
| Surname       | Centre Number | Candidate Number |
| First name(s) |               | 0                |



**GCSE**

3510U20-1



**MONDAY, 13 JUNE 2022 – AFTERNOON**

**BUSINESS**

**Unit 2: Business Perceptions**

45 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

**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 30.

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)                    | 2            |              |
| 1(b)                    | 4            |              |
| 1(c)                    | 2            |              |
| 1(d)                    | 4            |              |
| 1(e)                    | 8            |              |
| 1(f)                    | 10           |              |
| <b>Total</b>            | <b>30</b>    |              |

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

1. (a) State how a retailer is different to a wholesaler. [2]

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(b) (i) Using **Figure 1**, identify which supermarket had the biggest increase in market share between 2012 and 2018. [1]

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(ii) Explain **one** possible reason for this increase in market share. [1]

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(iii) Explain the nature of a competitive marketplace. [2]

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(c) Using **Figure 2**, calculate the:

(i) Cost of sales for Tesco in 2018. [1]

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(ii) Total expenses for Tesco in 2017. [1]

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(e) (i) State **two** characteristics of a branded product. [2]

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(ii) Explain why Jack's sells own branded and branded products. [6]

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Additional space for Question 1(e)(ii) only

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Additional space for Question 1(f) only

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**END OF PAPER**





