

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Business Studies

Advanced

Unit 4A: Making Business Decisions

Thursday 21 June 2012 – Morning

Time: 1 hour 30 minutes

Paper Reference

6BS04/01

You must have:

Insert containing all source material (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** the questions in Section A and Section B.
- Answer the questions in the spaces provided – *there may be more space than you need.*
- You may use a calculator.

Information

- The total mark for this paper is 80.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your response to Questions 7 (a) and 7 (b) in Section B. These questions are indicated with an asterisk * – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*
- Candidates are expected to be familiar with Evidence A to G for this paper before the examination.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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SECTION A

Evidence A to G was pre-issued before the date of the examination.

Using ALL the evidence and your own knowledge, answer all six questions (total 30 marks).

Time allowed (35 minutes).

Additional Evidence H

Government scrappage scheme provides some comfort

Amid the turbulence caused by Toyota's product recall, the company can at least take some comfort from the news that the car scrappage scheme in the UK has been extended.

The scheme, which sees owners of cars at least 10 years old get £2 000 off the price of a new vehicle, had been due to finish in February 2010, but has been extended for another month.

The UK scrappage scheme has worked well for Toyota and its Burnaston plant in Derbyshire. Last year, staff had their hours cut by 10%. In August 2009, the factory returned to a full working week for a six-week period as a result of an increase in orders generated by the scrappage scheme.

(Source: adapted from an article in This is Business – East Midlands today.co.uk Friday, 5 February, 2010)



1 What is meant by the term 'competitive advantage'?

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(Total for Question 1 = 2 marks)

Toyota undertakes investment appraisal and as a result forecasts Average Rates of Return.

2 What is meant by the term 'Average Rate of Return'?

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(Total for Question 2 = 2 marks)



Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 5 = 8 marks)



6 Assess the usefulness to Toyota of using decision tree analysis when it considered recalling its products.

A series of horizontal dotted lines for writing the answer to question 6.



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(Total for Question 6 = 10 marks)

TOTAL FOR SECTION A = 30 MARKS



Handwriting practice area with 25 horizontal dotted lines.



Handwriting practice area with 18 horizontal dotted lines.



7 *(b) Assess Toyota's performance between 2009 and 2010, using **ratio analysis** and any **other relevant information**.

(30)

Area with horizontal dotted lines for writing the answer.



Handwriting practice area with 20 horizontal dotted lines.



Handwriting practice area with 20 sets of horizontal dotted lines.



Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 7 = 50 marks)

TOTAL FOR SECTION B = 50 MARKS
TOTAL FOR PAPER = 80 MARKS

