

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

**Business Studies**

**Advanced**

**Unit 4A: Making Business Decisions**

Thursday 20 June 2013 – 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 I 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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**PEARSON**

## SECTION A

**Evidence A to I 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 J**

#### **SuperGroup share price slides after news of online discounting**

Fashion retailer SuperGroup has seen its shares lose nearly a third of their value in the past month or so, after a sales slowdown sparked fears it could be losing its edge.

The company behind the Superdry brand is under pressure again after it offered online customers a 20% off everything in-store at the weekend, a change to its policy of not discounting.



5

Needless to say, the stores weren't offering 20% off to everybody, which could lead to confusion and resentment amongst its key stakeholder group: customers. Superdry will need to make sure that its corporate strategy of growing online sales doesn't damage the retail business.

10

A stock market analyst said:

'The online promotion aims to reward internet users – a similar tactical decision successfully adopted in the past to reward student union customers. This action, in our view, should not be seen as a change in strategy and not in any way a change in policy regarding discounting!'

15

(Source: adapted from <http://www.guardian.co.uk/business/marketforceslive/2011/jun/06/supergroup-slides-after-discounting?INTCMP=SRCH>)



1 What is meant by the term 'stakeholder' (see Additional Evidence J, line 11)?

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**(Total for Question 1 = 2 marks)**

2 What is meant by the term 'tactical decision' (see Additional Evidence J, line 15)?

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**(Total for Question 2 = 2 marks)**















(Total for Question 6 = 10 marks)

**TOTAL FOR SECTION A = 30 MARKS**





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(Total for Question 7 = 50 marks)

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

