

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Candidate Number

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Pearson Edexcel Level 3 GCE

Time 1 hour 30 minutes

Paper
reference

8BS0/01

Business

Advanced Subsidiary

PAPER 1: Marketing and People

You do not need any other materials.

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** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

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.*
- You may use a calculator.

Advice

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

Turn over ►

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Q:1/1/1/



Pearson

Answer ALL questions.

SECTION A

Read Extract A before answering Question 1.

Write your answers in the spaces provided.

Extract A

Sprinting towards change

Wearing sportswear, whether in or out of the gym, is a well-established trend. The sportswear sector is predicted to grow from £5.3bn in 2019 to £6.7bn by 2022.

Despite sportswear typically being made using synthetic fabrics, which have a big impact on the environment, the market is dedicated to sustainability. Sportswear brands focus on creating clothes that provide the perfect fit, comfort and durability, rather than matching fashion trends. This allows brands to be more innovative. 5

Big sportswear brands recognise the need for sustainability. Nike's Plant Color Collection uses natural dyes. Sweaty Betty has adopted biodegradable or recycled fabrics in some of its tops and leggings. Asics has also developed a running shoe made using plant-based fibres. 10

Sundried, the fastest growing UK sportswear brand, launched in 2016. Sundried differentiated itself from the big brands with collections made from 100% recycled plastic bottles and coffee grounds. It also makes T-shirts from EcoTech, a pioneering fabric that biodegrades in 3 years. Sundried believes that clothing should be high quality and last a long time, instead of being cheap and disposable. 15

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1 (a) What is meant by market size?

(2)

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(b) What is meant by differentiation?

(2)

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(c) Using the data in Extract A, calculate, to 2 decimal places, the percentage market growth for sportswear from 2019 to 2022. You are advised to show your working.

(4)

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(d) Explain how being more sustainable could increase Sundried's added value.

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(e) Assess **two** pricing strategies that may be suitable for Sundried to use.

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(f) Assess the importance of having a strong brand to the success of a sportswear company.

(10)

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(Total for Question 1 = 30 marks)

TOTAL FOR SECTION A = 30 MARKS



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SECTION B

Read Extract B before answering Question 2.

Write your answers in the spaces provided.

Extract B

Admiral Group

The philosophy of Admiral car insurance company, is 'People who like what they do, do it better'.

CEO David Stevens supports the approach of open and honest communication by providing regular business update videos about the company's performance. These are sent to the company's 11,000 employees located in eight countries. David also participates in unmoderated Online Chats where employees can ask him anything about the business.

5

Admiral has introduced a Passport Scheme, which allows employees to work in different departments to support internal recruitment opportunities. David said: "We put a lot of effort and investment into making sure that the Admiral Group is a happy place to work; where challenge, opportunity and career development are encouraged".

10

Admiral offers a wide range of employee incentives, including bonuses, share schemes and discounts on services such as insurance. In addition, employees have free access to alternative therapies, such as yoga and reflexology, as well as free gym membership and flexible working opportunities.

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2 (a) What is meant by flexible working?

(2)

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(b) What is meant by bonus?

(2)

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(c) Explain **one** way Admiral might benefit from using Taylor's scientific management theory.

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(d) Explain how Admiral's approach of having open and honest communication could improve employer/employee relations.

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(e) Assess **two** benefits to Admiral of using non-financial techniques to improve employee performance.

(8)

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(f) Assess the likely benefit of internal recruitment to Admiral.

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(Total for Question 2 = 30 marks)

TOTAL FOR SECTION B = 30 MARKS



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SECTION C

Read Extract C before answering Question 3.

Write your answer in the space provided.

Extract C

120-year-old toymaker, Hornby

Hornby is known for its model railways and Airfix model plane kits. However, it has suffered years of losses totalling millions of pounds. Hornby also makes Scalextric racing car sets and Corgi cars, but struggles to stay relevant with competition from online games and toys linked to big Hollywood movies.

5

In 2020, Hornby sold additional shares to raise finance to develop new toy lines, such as a remote-controlled Harry Potter Hogwarts Express train set. It also developed Scalextric racing car sets, which can be controlled by mobile phones to attract tech-savvy youngsters.

Hornby celebrated its 100th year by hosting its #Hornby100 Social Media Takeover campaign. This featured daily postings across social media. Throughout the campaign, it encouraged customers to take part in interactive posts to show 'what makes Hornby so special to them'.

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3 In 2020 Hornby used innovation and made changes to its promotional methods to make the company profitable.

Evaluate these **two** options and recommend which one was likely to have been more effective at making Hornby profitable.

(20)

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(Total for Question 3 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 80 MARKS



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