

Paper Reference 8BS0/01  
Pearson Edexcel  
Level 3 GCE

Total Marks
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Business  
Advanced Subsidiary  
Paper 1: Marketing and People

Friday 18 May 2018 – Afternoon

Time: 1 hour 30 minutes plus your additional time allowance.

In the boxes below, write your name, centre number and candidate number.

Surname					
Other names					
Centre Number					
Candidate Number					

**You do not need any other materials.**

**YOU WILL BE GIVEN**

**Data Book**

**INSTRUCTIONS**

**Answer ALL questions.**

**Answer the questions in the spaces provided in this Question Paper or in the Data Book – 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.**

**Turn over**

**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.**

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**Answer ALL questions.**

**SECTION A**

**Read Extract A in the Data Book before  
answering Question 1**

**Write your answers in the spaces provided.**

1. (a) What is meant by market growth?  
(2 marks)

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(continued on the next page)

1. continued.

(b) What is meant by on-the-job training?

(2 marks)

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(continued on the next page)

**1. continued.**

**(c) Explain how PureGym has gained a competitive advantage in the fitness market.**

**(4 marks)**

**Answer lines continue on the next page.**

[illegible]

**Turn over**

**1. (c) continued.**

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**(continued on the next page)**



**1. continued.**

**(d) Explain how the growth of the fitness market from 2015 to 2016 could have affected PureGym.**

**(4 marks)**

**Answer lines continue on the next page.**

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**Turn over**

1. (d) continued.

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**1. continued.**

**(e) Assess TWO likely benefits for PureGym of its managers using a paternalistic leadership style.**

**(8 marks)**

**Answer lines continue on the next two pages.**

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**1. (e) continued.**

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**1. (e) continued.**

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**1. continued.**

**(f) Assess the extent to which training assistant managers for promotion to managers could benefit a business, such as PureGym.**

**(10 marks)**

**Answer lines continue on the next four pages.**

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**1. (f) continued.**

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**1. (f) continued.**

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1. (f) continued.

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(Total for Question 1 = 30 marks)

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**TOTAL FOR SECTION A = 30 MARKS**

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## **SECTION B**

**Read Extract B in the Data Book before  
answering Question 2**

**Write your answers in the spaces provided.**

2. (a) What is meant by niche market?  
(2 marks)

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(continued on the next page)

**2. continued.**

**(b) What is meant by brand?**

**(2 marks)**

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**(continued on the next page)**

**2. continued.**

**In 2015 the protein food and drink market was worth £310 million.**

- (c) Using the data in Extract B, calculate, to 2 decimal places, the market share of protein bars in the protein food and drink market for 2015. You are advised to show your workings. (4 marks)**

**Answer lines continue on the next page.**

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**Turn over**

2. (c) continued.

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## 2. continued.

**(d) Explain how Mars could research the protein bar market.**

**(4 marks)**

**Answer lines continue on the next page.**

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2. (d) continued.

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**2. continued.**

**(e) Assess TWO methods Mars could use to promote its new protein bars.**

**(8 marks)**

**Answer lines continue on the next two pages.**

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**2. (e) continued.**

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**2. (e) continued.**

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**2. continued.**

**(f) Assess the importance of adapting to market change for a business such as Mars.**

**(10 marks)**

**Answer lines continue on the next four pages.**

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**2. (f) continued.**

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**2. (f) continued.**

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**2. (f) continued.**

[illegible]

**Turn over**



2. (f) continued.

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(Total for Question 2 = 30 marks)

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**TOTAL FOR SECTION B = 30 MARKS**

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## **SECTION C**

**Read Extract C in the Data Book before  
answering Question 3**

**Write your answer in the space provided.**

To continue developing the most innovative technology in the travel market, MT could either use more venture capital or a bank loan.

3. Evaluate these TWO options and recommend which option would be most suitable for a company that operates in a dynamic market, such as MT.

(20 marks)

Answer lines continue on the next six pages.

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### 3. continued.

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**Turn over**

### 3. continued.

[illegible]

**Turn over**

### 3. continued.

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### 3. continued.

[illegible]

**Turn over**

### 3. continued.

[illegible]

**Turn over**



**3. continued.**

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**(Total for Question 3 = 20 marks)**

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**TOTAL FOR SECTION C = 20 MARKS**

**TOTAL FOR PAPER = 80 MARKS**

**END OF PAPER**

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